Handbook
of
Church Publicity

1922

Presiding Bishop and Council
of the Protestant Episcopal Church
Department of Publicity
281 Fourth Ave. New York City

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Foreword

The development of publicity in the Church has reached the stage where it is believed a handbook will be of use. There are still many problems to be solved. There is still much that is experimental in organization and activity. But the constant demands for information and the many requests for advice seem to indicate the desirability of making generally available the results of the last two years' experience and of presenting a statement of policies and plans.

This handbook has the following definite objects:

1. To define Church publicity and to show its necessity and importance as an integral part of Church work.

2. To explain the program and activities of the national Department of Publicity.

3. To promote the prosecution of Church publicity throughout the Church.

4. To demonstrate the need of complete co-operation in publicity between national, diocesan and parochial headquarters.

5. To offer to dioceses and parishes suggested programs of publicity activity.

The Department has been doing pioneer work and is acutely conscious of the fact that mistakes have been made. Of necessity its efforts have been largely tentative and it has been obliged to make requests which may have seemed to be unreasonable. There has been an effort to secure and benefit by advice from experienced publicity men on the one hand and experienced Church workers on the other. Frank criticism and advice from the field have aided materially.

The Department is glad to take advantage of this opportunity to express its deep appreciation of the patience and sympathy exhibited throughout the Church in this effort to develop a phase of Church work which was hardly recognized as such until recent years and towards which there existed a widespread adverse prejudice. The progress which has been made would have been utterly impossible without the splendid spirit of co-operation which has been generally shown.

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Church Publicity

Some Definitions

Publicity, defined as the quality which any fact or truth acquires by being made generally known, denotes in common usage to-day the process or act by which this quality is given.

The purpose of publicity may be merely to spread information or it may be to promote a cause.

Publicity is not to be confused with education. Education is the regular and systematic impartation of knowledge to particular persons for the purpose of intellectual and spiritual development and training.

Religious Publicity is publicity whose subject matter is religion and whose purpose is the promotion of religion.

Knowledge must precede interest or action. No religion ever spread widely except through publicity.

Christian Publicity is publicity in any form in the interest of the Christian religion. It's primary purpose is to make the Gospel known throughout the world. Gospel means "good news." Jesus Christ came to men with a message from the Father, a message which contained the secret of human happiness. He said to his disciples, "If ye know these things, happy are ye if ye do them." The primary commission He gave His Church was to spread the good news throughout the world.

In a very real sense He deliberately trusted the success of His Mission to publicity.

Church Publicity in its largest sense is organized Christian publicity conducted by the Church for the purposes for which the Church exists.

Because the Church is divided by schism, all Church publicity is conducted by separate bodies of Christians. It is therefore more or less colored by the particular beliefs and prac-

tices of each body and is partly in the interest of each particular body. This is a sad handicap, but unavoidable under existing conditions. Each particular Christian body justifies itself on the theory that it is the truest expression of visible organized Christianity.

Everything that bears witness to Jesus Christ has publicity content and effect. The existence of the Church in the world, the whole body of believers, is a mighty witness. Each communion bears its testimony. Every consistent and active Christian is a convincing advertisement. The sacrament of Baptism is a proclamation; the sacrament of the Holy Communion a "continual remembrance." The cathedral spire and the church bell, the hospital bed and the school desk, the worship and the work and all the visible possessions of the Church, help to tell the story. The cross, however and wherever used, challenges attention. Pictures, symbols, banners, badges, buttons, all attract notice. In these and many other ways, as well as by the spoken and written word, the Church seeks to centre the eyes and ears of men upon the Saviour of the world.

Spoken Church Publicity. Of all these forms of Church publicity the spoken and the written word bulk the largest. And of the two, spoken publicity is the more effective and the more extensive.

Jesus Christ, so far as we know, used spoken publicity only. His disciples used both spoken and written publicity. Some record of both is found in the pages of the New Testament.

The most powerful and the most typical form of spoken Church publicity is preaching. The substance of preaching is Christ and His Gospel. The purpose of preaching must be the same purpose which He had and which He commissioned us to carry out. It is not true Christian preaching unless the utterance is by a Christian who speaks from genuine experience and faith. These must be characteristics of all true Christian publicity of any sort. Information about Christianity by an unbeliever is publicity, but not Christian publicity.

All true Christian publicity must have an evangelistic motive, whether it be spoken or written, whether it be direct or indirect, whether it be about Him or His Church or about

things done in His name, whether it be the assertion of Christian truths or the application of those truths to human life and problems, whether its ultimate purpose be apparent or not, whether it be a sermon or a tract or a piece of news or an advertisement or a Church notice.

Spoken Church publicity finds expression in sermons, lectures, addresses and all other forms of spoken discourse. It includes Church notices. It includes especially personal conversation. Preaching is no less preaching if there be an audience of only one. Preaching need not necessarily take the form of a sermon. There is no more effective form of publicity for any purpose than conversation. If churchgoers were to habitually repeat to non-churchgoers some part of the Christian message they get at church, the effect would be overwhelming.

It is not the function of this Handbook to cover the ground of spoken publicity. But in considering written publicity it is necessary to keep both forms in mind or we forget that each is but part of one great process. They are essentially the same. The distinction drawn for practical purposes is one of form.

For the sake of convenience, the word "publicity" as used hereafter in this book without modifying adjectives is intended to connote written publicity only.

Written Church Publicity. The most effective written Church publicity is, without doubt, the Bible. We may expound and interpret and apply and enlarge upon the Gospel story there recorded but we cannot add to its effectiveness as an evangelistic medium. Next to the spoken word of a sincere Christian it is more influential in winning unbelievers than any other human agency. Our Prayer Book ranks high as a means to this end. Written Church publicity may take the form of books, of pamphlets and tracts, of correspondence, of matter displayed on bulletin boards or bill boards, of pictures and illustrations, of stereopticon pictures and motion pictures. Whatever its form it takes its character from its ultimate purpose.

This Handbook aims to cover written Church publicity as officially planned or carried on by this Church through national, diocesan and parish agencies.

Fields of Printed Publicity

Generally speaking, the field of publicity is the public at large. But usually we have definitely in mind as the public the people of a particular community or state or nation. We are forced also to make distinctions other than geographical. In religious publicity, as in secular publicity, we are obliged to recognize many fields, differentiated according to the character or purpose of the publicity.

The Public

Publicity for the public is publicity intended to reach anybody and everybody within a given geographical field. Newspapers are the best example of publicity intended for the public at large.

Why should the Church address publicity to the public? The answer to this question requires the classification of the public from the standpoint of the Church. From this standpoint we note that the public includes three categories—our own Church people, the members of other Churches and the great body of the unchurched.

Our Own Church People. As our own people constitute not more than three per cent. of the population, secular papers do not offer the best means of reaching them. Nevertheless, as the great majority of our Church people do not subscribe for any Church paper, or read much if any Church literature, the only printed information about the Church and the work of the Church which many of them ever see is contained in secular papers. So, in some small degree, the purpose of Church publicity in secular papers is to reach our own people.

Other Religious Bodies. As regards the members of other religious bodies, constituting nearly one-half the population, it is obviously desirable that they should be informed of what this Church stands for and is doing. This makes for better understanding, friendly rivalry in good works, the breaking down of isolation and ultimate unity.

The Unchurched. The challenge of the unchurched is, however, the great incentive of Church publicity addressed to the public, and the ultimate purpose, whatever the character

of the publicity, is evangelistic. Here is the great opportunity of the Church in the home field. We all recognize the inadequacy of all existing methods of evangelization by the spoken word. The accessions made by all the Churches from the ranks of the unchurched are hardly more than enough to maintain the existing proportion between the churched and the unchurched. "The fields are white to the harvest," but "the laborers are few" because we seem to lack the necessary implements. We do not realize that newspapers, magazines, books, tracts, bulletin boards, pictures, moving pictures, are all available implements and are at hand in abundance.

The Church as a Field

The members of the Church must be regarded as a distinct field of publicity. There is much information which it is desirable to give to them which could not suitably be addressed to the general public. Publicity directed to the members of the Church must have a different character and to some extent a different phraseology, must be more specific and must go more deeply into subjects than general publicity.

Lack of information about the life and teaching and work of the Church is responsible for the indifference and neglect which characterizes so large a portion of the membership of the Church. Even those who are active in worship and work need re minders of duty and opportunity. Back of the giving of information to members of the Church is the hope of awakening, or reawakening, and maintaining interest in the purposes and activities of the Church.

Picture the possibilities if every member of the Church should gain a realizing sense of the task confronting the Church and of the efforts of the Church to perform it—the splendid spirit, daring and faith on the one hand and the inadequacy of the efforts on the other. Could indifference and cheap optimism survive? But if the Church as a whole is to rise to her duty and opportunity there must be sought a revolution of sentiment in the hearts of all the members, and not merely the spurring of the few to redoubled activity.

A Church is not efficiently organized which cannot convey a

message to all its membership and which cannot touch its whole body with inspiration.

The four Church Weeklies, certain of the Church Monthlies, *The Spirit of Missions* and *The Church at Work,* all regard the whole membership of the Church as their potential field.

Fields Within the Church

Viewed geographically the provinces, the dioceses and the parishes are distinct fields of publicity. There are many diocesan and parochial publications.

The clergy, including of course the bishops, constitute a distinct field. There is, in this Church, no periodical publication intended to be circulated exclusively among the clergy.

Classed as Church officials, the clergy are grouped with general and diocesan officers as the field in which to circulate the Official Bulletins of the Presiding Bishop and Council.

Classed as leaders, the clergy are grouped with lay readers and workers throughout the Church as the field in which to circulate the *Exchange of Methods.*

The children of the Church are a distinct field, calling for a distinct form of publicity. For them there are a few special periodical publications and children's departments in others.

There are numerous classes or groups in the Church to which special publicity is addressed according as they constitute the members of brotherhoods or societies or other organizations or have a common interest in that they are doing a particular kind of work or advocating a particular cause. For a list of Church periodicals intended for classes or groups of this sort see page 107.

Covering the Fields

It is not feasible, or necessary, to strictly segregate the publicity addressed to these various fields. In many cases it happens that one field or group includes another, and that a periodical publication will aim to reach more than one group or field, and will have a variety of purposes.

It is to be remembered also that no one publicity agency in the Church is in charge of all the many forms of publicity prosecuted in the Church. Some publications and projects are

conducted by the Church as a whole, some by dioceses, some by parishes, some by organizations, some by private individuals or companies. Always it is the apparent need of a particular field, large or small, which has brought the particular publicity project into being, whether it be officially or privately instituted.

In addition to periodical publications addressed to these various fields or groups, there are issued, as occasion arises, special publications in the form of books, pamphlets, tracts or leaflets, both officially and privately. While this Handbook deals only with official Church publicity, other mediums and forms of publicity in the Church are mentioned to aid in visualizing the whole picture and to show that fields not covered officially are covered otherwise, and because to some extent there is cooperation between official and private agencies.

Three Publicity Tests

Among the various principles and rules which might be listed as governing Church publicity there are three which are so fundamental and practical that they are suggested as tests to be applied when considering any particular piece or general project of publicity. They have to do with the purpose, character and extent of the publicity.

Purpose. The ultimate purpose of all Church publicity must be the glory of God and the furtherance of His purposes as revealed through Jesus Christ. There are many special subsidiary purposes which are altogether legitimate and proper in Church publicity. But always they must be consistent with, and in some way in furtherance of, the great underlying divine purpose.

This principle excludes all self-advertising, all unworthy boasting, all unethical competition, all personal and ungracious controversy. But, on the other hand, men and women must submit to some public exploitation for the sake of the Cause. We are bidden to let our light so shine that men may see our good works and glorify our Father in Heaven (*not us*). There is approval for provoking one another to good works. From honest controversy the truth emerges clearer and brighter. It is the real underlying motive which stamps the publicity as right or wrong.

Character. Publicity is worthless and fruitless unless it attracts and holds the attention of those for whom it is intended, and unless it conveys a definite and understandable message.

Men are influenced only by what secures their attention. What they do not see or do not read has no effect upon them. Out of the great mass of printed matter of all kinds, clamoring for consideration, how shall they make selection? If they are seeking what we have to offer, we might be careless and yet succeed. But if they are not, and this is the normal case, we must present our message in such a way as will influence their selection and get us the hearing we desire.

Effective publicity involves the choice of the best method and medium for the specific purpose, the most suitable form and most attractive appearance, sufficiency rather than quantity, accuracy, clearness and appropriateness. It does not require sensationalism or necessitate any lack of dignity.

Talent, which has been defined as the faculty of making the common marvelous, is a valuable equipment for publicity work, as for any other sort of creative work, but genius is far more necessary. Genius has been well described as the faculty of taking infinite pains.

The point of this second test is this. If our purpose is serious, if Church publicity is a sacred duty and a genuine opportunity, and if success is of vital importance, then no care and effort are too great to produce Church publicity of the most effective character. This may seem too obvious to say, but it is necessary. There has been too much of a tendency to regard anything as good enough for Church work and to feel that considerations which govern in secular publicity can be ignored with impunity in Church publicity.

Extent. Publicity demands care not only in its preparation but also in its transmission to all the readers for whom it is intended. To fail to reach the largest possible number of the field or group we have in mind is to defeat ourselves.

There was a time when even business was satisfied to make its wares, and information about them, merely available for those who desired them. It is a modern idea to so spread forth information as to create a desire.

Thorough publicity is not a new idea in the Church. Jesus

Christ commanded his Disciples to go into all the world and preach the Gospel to *every creature.* He did not bid them to tell the secret of the good news only to those who were interested enough to come and ask for it. There have been periods when His Church seemed to have forgotten this principle. Indeed there is no general recognition of it even now. The circulation of the Gospel cannot be limited by probable results in conversions. "I planted," said St. Paul, "Apollos watered, but God gave the increase." It is our duty to tell the Gospel story to all.

This principle applies to all Church publicity, whatever be the immediate purpose or the size of the field. An edition of 1,000 will not reach a field of 20,000. An edition of 20,000 is just as futile if there be no real effort to secure its thorough circulation.

A publicity project, though of purpose and character above criticism, will suffer defeat just to the extent it fails to reach any of those aimed at.

Test Questions

These three test questions should always be in mind:

1. Is the real purpose of this publicity the glory of God?
2. Is it in the best possible form to attract and hold attention and convey a clear message?
3. Has every possible step been taken to insure its reaching every desired reader?

The National Department of Publicity

General Program

The responsibilities and duties laid upon the Presiding Bishop and Council by Canon 60 are very large, and yet have definite limitations. The Department of Publicity, acting for the Council within those limits, was not intended to, and does not attempt to, undertake every form of publicity and in every field. Its general program of policy and work may be classified as follows:

1. Propaganda for the Church's Mission.
2. Propaganda for the plans and activities of the several Departments and Auxiliaries.
3. The promotion of publicity throughout the Church.
4. Serving as the Council's publishing agency.
5. Publicity for the General Convention and its Commissions.

Propaganda for the Church's Mission

Propaganda among the people of the Church in the interest of the Church's Mission is necessary in order that there may be an intelligent interest in that Mission, productive of prayer, giving and service.

The necessity and value of intensive propaganda were well demonstrated in this country in the World War. The war could not be prosecuted without recruits and money. The millions of men and billions of dollars did not spontaneously appear to meet the need. It required a universal draft and unprecedented taxes and loans. To make these possible there had to be a favorable public opinion. To produce this there was a thorough dissemination of information calculated to arouse a spirit of sacrifice and a will to victory. There was much other propaganda, obnoxious and defeatist, but the nation rose to the task magnificently.

The Church Militant is always at war and has a far-flung battle line. The war cannot be maintained without supplies of men and money and these must be as unremitting as is the struggle at the front. And if the world is to be won for the King of kings, resources in life and treasure must be forthcoming in an ever-increasing flood. How essential therefore that there should be constant propaganda in the Church, an unceasing campaign of information and inspiration!

Efforts to this end through the printed word are primarily the duty of the Publicity Department, as through the spoken word they are primarily the duty of the Nation-Wide Campaign Department.

Propaganda for the Several Departments and Auxiliaries

The Publicity Department aims to conduct propaganda also in the interest of the specific plans, projects and activities of the various Departments and the Woman's Auxiliary, and also for other auxiliaries and general organizations endorsed by the Council.

The Canon gives to the Presiding Bishop and Council charge of the unification, development and prosecution of the work of Missions, Church extension, religious education, and social service. Church extension means evangelization. Missions is an inclusive term, embracing the three forms of missionary work, evangelization, education and social service.

There is a marked distinction drawn between the prosecution of the work on the one hand and the unification and development of the work on the other. It is the difference between executing and promoting.

The prosecution of all the general missionary work of the Church, evangelistic, educational and social, whether at home or abroad, is in charge of the Department of Missions. No such work is *prosecuted* by any other Department. The field covered is the domestic and foreign missionary field and certain racial missionary work of the three types in the dioceses, for which there is a national rather than a diocesan responsibility, such as work among Negroes and Indians.

Unification and development cover a larger field, the whole Church. The responsibility here imposed is for the promotion of evangelistic, educational and social work wherever carried on and whether prosecuted by the general Church, the dioceses or the parishes. It involves the study of principles and problems, the developing of methods and material and the giving of assistance in diocesan and parochial organization for the prosecution of the three types of work. The aim is to secure unity of purpose and co-operation in action.

The unification and development of educational work is in charge of the Department of Religious Education; of social work in charge of the Department of Christian Social Service.

The unification and development of evangelistic work is not in charge of any one Department. Evangelization through the spoken word is promoted primarily by the Nation-Wide Campaign Department through its Commission on Parochial Missions. Evangelization through the printed word is promoted primarily by the Department of Publicity.

There is of course promotion of all forms of work by the bishops and other clergy and by provincial and diocesan agencies. But it is regarded as the manifest intent of the Canon that the Presiding Bishop and Council should offer leadership and assistance to the whole Church in unification and development of the work. All efforts to perform this duty are made in sympathetic consultation with the field.

Publicity Promotion

Publicity, where it is not internal propaganda, is essentially evangelistic. Its purpose, directly or indirectly, is Church extension, the spread of the Kingdom. In the promotion of publicity throughout the Church the Publicity Department is following accepted precedents. It investigates principles and methods, consulting the field through correspondence, conferences and commissions, and offers guidance and help in effecting necessary organization for publicity purposes.

The attempt to offer leadership through a national body in the work of evangelization is a new venture of recent years. Leadership in religious education and social service is of many years standing and is well recognized as desirable and necessary.

As yet the Church is hardly aware of the effort to revive and expand evangelistic activity. But it is vitally necessary and in course of time will be as well recognized and as welcome as the promotion of the other more familiar phases of work.

If the Church is to grow and fulfill her Mission of winning the world for Christ the problem of evangelization must be more seriously faced. If the Church is to do her other work with zeal and with a wide participation of her members she must restore her Mission to its primary place. The apathy which characterizes so large a part of the membership is due to the lack of a motive sufficiently dominating to inspire devoted service. Only the evangelistic motive, the missionary motive, is convincing and compelling enough. Without it Christian work lacks fire.

Publishing Agency

The duty of serving as a printing and publishing agency for the Council, the several Departments and the Woman's Auxiliary has been placed upon the Publicity Department. It is obviously wise that this service should be unified, as making for greater convenience and efficiency in the placing of contracts, regulation of output, avoidance of duplication, keeping of records, preservation of samples and minimum stocks, and securing such uniformity of usage as is desirable.

The advisability of establishing a Church publishing house, similar to those maintained by certain other communions, has had consideration. This would have certain great advantages and would make possible considerable economies. But, on the other hand, it would involve a very heavy initial outlay, the interest on which would largely consume the savings. The publications, occasional and periodical, do not bulk large enough and do not appear with sufficient regularity to keep a large printing plant busy. A small printing plant could not produce the matter with sufficient speed. To keep going without serious loss a publishing plant would have to be a general Church publication house. This would make it a rival of private Church publication houses and would probably mean that they would be put out of business, which is most undesirable. It has been felt that the disadvantages outweigh the advantages.

General Convention Publicity

A responsibility not covered by Canon 60 was placed on the Publicity Department by the General Convention. All publicity connected with the General Convention was heretofore in charge of a Joint Commission on Press and Publicity. At the Convention of 1919, on the recommendation of the Joint Commission, it was determined that the Commission should cease to exist when the Publicity Department of the National Council was established.

In pursuance of this policy the Joint Commission has turned over to the Publicity Department its records and to the treasurer of the Council its unexpended funds. Through its secretary it has presented full information as to plans and methods. The Publicity Department has assumed responsibility.

The duties involved include advance publicity for the General Convention as well as during the sessions and also publicity for the various Joint Commissions.

Due preparations for the handling of publicity at the approaching Convention are in progress.

Activities of the Department

The specific activities of the Department cannot be classified according to the above analysis of the policy and work of the Department. A single medium or method of publicity may be utilized, and commonly is, for more than one of the general purposes of the Department. For example propaganda, promotion and general publicity may all be represented in any issue of *The Spirit of Missions* or *The Church at Work*. The specific activities of the Department have been adapted to fit the various fields rather than the various general purposes. These activities, listed below, will be treated separately.

1. The publication of Official Bulletins for the information of the clergy and general and diocesan officers.

2. The publication of *The Spirit of Missions,* which has been the missionary organ of the Domestic and Foreign Missionary Society for eighty-six years.

3. The publication of *Exchange of Methods* for the information of the clergy and other leaders and workers of the Church.

4. The publication of *The Church at Work,* intended to be a universal medium in the Church of information on the general work of the Church.

5. The publication of books, pamphlets, leaflets and other printed matter issued by the Council, the several Departments or the Woman's Auxiliary.

6. News service to Church publications: (a) Reports of the doings of the Council and Departments and news stories from the mission field to the Church Weeklies; (b) Missionary, educational and social service notes sent twice a month to diocesan and other Church papers.

7. Service of loan collections of printed matter and illustrations on missionary and other subjects for the use of those who are preparing papers or addresses, and for classes.

8. A News Bureau which furnishes the secular press with accounts of doings of national interest connected with the Council and Departments, the General Convention and its Commissions, and the general work of the Church at home and abroad.

9. Advertising in the interest of the general work of the Church.

10. Promotion of organization throughout the Church for publicity purposes.

11. Promotion of every form of printed publicity for Church purposes.

12. Holding of annual publicity conferences, participated in by representatives of the dioceses and districts.

13. Forming of advisory publicity commissions for the study of various phases of the general problems of Church publicity, especially in their local application.

14. Promotion of the use of the secular press for evangelistic purposes.

Official Bulletins

Formal pronouncements and reports of the Council and of the Departments, technical publications dealing with plans or methods, pamphlets dealing with any field of work or any organization or agency auxiliary to the Council, and other similar publications, are issued in the form of Official Bulletins of the Presiding Bishop and Council.

These Bulletins are of uniform size and are perforated in order that they may be assembled as they appear in loose binder covers and preserved for reference and use. The Bulletins are issued in annual series, but are numbered consecutively from the first Bulletin issued in January, 1921.

The object of issuing Bulletins in this manner is to enable the responsible leaders of the Church to keep fully informed of, and in close touch with, the plans and procedure of the Presiding Bishop and Council and the several Departments. Experience proved that a miscellaneous issue of publications of varied size and character, circulated in different ways and to different groups, and issued independently and not in series, did not insure full information for anybody and made preservation for reference and use practically impossible.

These Bulletins, as they appear, are mailed to an official list, including members of the Council and of the Departments, the bishops, the parochial clergy, the non-parochial clergy occupying official positions, candidates for the ministry, the seminaries, Church colleges and schools, executive officers of general Church organizations and institutions, diocesan officials, and the general and diocesan Church publications.

In addition to the edition printed in Bulletin form, additional copies are printed as pamphlets for such further circulation as is contemplated by the Department issuing the Bulletin. Additional copies of particular Bulletins can be secured upon application to the Book Store, Church Missions House. These additional copies can be secured free of charge, except as otherwise indicated in the list of Bulletins, which will always be found on the inside front cover page of every Bulletin. Because of the expense involved, it has been found impossible to offer a regular service of these Bulletins to parochial officers.

The Spirit of Missions

The Spirit of Missions has been the organ of the Domestic and Foreign Missionary Society since 1836. It is the sixth oldest monthly magazine in the United States. It has never missed an issue.

It has told the story of the missionary work of this Church in such an attractive way that readers in other communions have described it as the best missionary magazine published anywhere.

It is a connecting link between the workers in the field and the people in the home parishes. Its greatest charm to those who regularly read it is that it presents a realistic picture of the field because it is written almost wholly by the workers in the field. It is not a story about the field, but a story by the field.

In addition to general missionary articles *The Spirit of Missions* presents information regarding the plans and activities of the several Departments of the Council and of the Woman's Auxiliary.

It is indispensable for those who desire to keep well informed of and in close touch with all the general work of the Church.

Circulation. The average monthly edition of *The Spirit of Missions* is about 31,000. This is a very small circulation when compared with the number of families in the Church, 600,000, but it compares very favorably with the circulation of other missionary magazines.

In addition to a list of paid subscribers of about 25,000 it is sent free to all the bishops and all the other clergy of the Church, at home and abroad, and to all the missionary workers sent out into the field.

Each Lent an extra edition of the Lenten Offering Number is sold through the children of the Church Sunday schools. These are sold at the regular price of ten cents, five cents being paid for the magazine and five cents being put in the mite boxes. Of the February number this year 135,000 extra copies were sold.

The same plan is followed with an issue in the fall, known as the United Thank Offering Number. Last October 30,000 extra copies of this number were sold.

In 1921 about 542,000 copies of *The Spirit of Missions* were circulated.

The subscription price of *The Spirit of Missions* is one dollar a year. The income from subscriptions, though supplemented to some extent by revenue from advertising, has not been for some years sufficient to pay for the publication. It is to be remembered, however, that about 6,000 copies are sent out free of cost and that half of the money received for the extra issues in the spring and fall swells the Children's Lenten Offering and the United Thank Offering to the extent of more than $8,000.

When the cost of publication grew to a point where it was seen that the magazine was issued at a loss, consideration was given to the possibility of increasing the subscription price. It was wisely decided, however, that this would be a mistake, quite probably causing a shrinkage in circulation.

Where ten or more copies can be mailed monthly under one wrapper a special subscription price of seventy-five cents is offered. This low rate makes it possible to place copies in the Church vestibule for sale at the single copy rate of ten cents.

It is not possible for *The Spirit of Missions* to conduct extensive and expensive circulation drives or campaigns. It is dependent upon the friendly co-operation of the clergy and members of the Woman's Auxiliary or of other organizations.

Exchange of Methods

Exchange of Methods, an eight page paper issued six times a year, is planned to meet what is believed to be a genuine need in the Church. The paper is what its name implies, an exchange of methods. It is impossible to work without methods. In determining the method to be adopted in any given case, we are apt to face the problem as though it had never been faced by any one else before. The problem may be wholly new but the chances are that it is not. If others have faced it before and have tried to solve it in various ways, it is believed to be of

real value to have their experience placed at the disposal of all.

There is no thought of directing or prescribing methods. What is reported is only by way of information and suggestion. The description of any given method, or of its application, does not mean that the method thus presented has the endorsement of the Presiding Bishop and Council or is regarded as the best method. It is simply the relation of an experience which may be of value to others. The methods dealt with are of the work rather than of the life and worship of the Church.

This paper is intended for free circulation among the clergy and other leaders and workers of the Church, such as officers of diocesan and parochial organizations and Church school superintendents and teachers. The circulation of the paper is wholly at the discretion of the parochial clergy. Copies of the paper are sent in quantity to the parochial clergy, who make requisition for the same to their diocesan headquarters. It was estimated that a suitable quantity to send to any parish would be one-seventh the number of families. This is the number normally shipped, unless a different requisition is made.

Those who receive the paper are urged to help in making it of real use. All who have tried out any new method of organization or activity and found it successful are urged to send to the editor a description of the method and its application. This description should be in sufficient detail to make it possible for others to adopt and apply the idea if it appeals to them. Copies of all printed matter, issued by dioceses or parishes, whether regular or special publications, booklets, leaflets, posters, charts or cards, will be welcome; especially clippings of advertisements in the secular newspapers. Some of this matter lends itself to reproduction in the paper.

The inside pages of the paper are occasionally printed in the form of a poster, which can be put in the Church or parish house. In this way there can be a general supply of posters without any additional expense for headquarters or the field.

The parochial clergy can secure as many or as few copies of *Exchange of Methods* as they desire. Those who are not receiving a regular supply, though desiring the same, should communicate with their diocesan distributor. The name and address will be found in the list on page 96.

The Church at Work

The Church at Work is the outcome of an effort to establish in this Church a universal medium of communication. Prior to its publication there was no practicable way by which any information could be given to the whole Church or even any considerable part of the Church.

The most serious problem which confronted the Nation-Wide Campaign in 1919 was the problem of finding some way by which information about the general work of the Church could reach all the members of the Church in order that interest might be awakened. For lack of any existing comprehensive mediums, special pieces of printed matter were issued in sufficient quantities for general distribution and sent throughout the Church. It is believed that the distribution of this literature was effective. But it was realized that when the more active days of the Campaign ended it was almost certain that there would be a relapse into the former indifference and neglect on the part of great numbers unless some way was found of furnishing information systematically to all the people of the Church. Out of this conviction grew the establishment of *The Church at Work.*

As originally planned, there were to be ten issues a year. Experience has indicated that six issues a year are apparently sufficient. It is believed that the periodical issue of a paper with a definite name and form is much more effective in the long run than the issue of the same quantity of matter in different forms and under different titles. The periodical becomes a recognized institution, sooner or later attracts attention if persisted in, and if read at all has a cumulative effect which a single publication a year or occasional publications would not have.

Free Circulation. It was apparent at once that such a paper could not have a subscription price but would have to be distributed freely. The experience of all other religious publications, without exception, demonstrated that a paper which went to paid subscribers only could reach but a small percentage of the total membership of any religious body. The Church Weeklies and *The Spirit of Missions,* whose circulations overlap

to some extent, do not reach much more than a tenth of the families of the Church. Careful estimates indicate that there are about 600,000 families in this Church. Even if we assume that these papers are given or loaned to other families by the subscribers in all cases (it is known that in large measure this is done) and if through this each copy reaches two families on the average, which would mean four communicants, it would mean that only one-fifth of all the families are reached. A national Church paper might possibly secure as many subscribers as these papers together have, but the chances are that the subscribers to such a paper would be the same persons who now subscribe to these other Church periodicals. The bulk of the people would not be reached.

The World Outlook, the handsomest and most brilliant missionary periodical ever published, was taken over by the Inter-Church World Movement and its circulation pushed in the United States by 8,000 agents who received a commission of 25 per cent. In a possible field including 30,000,000 members of Churches this paper never succeeded in getting more than 75,000 subscribers.

The point was raised and has since been frequently raised that people will not read a paper which they do not pay for. This is an obsession which is never permitted to defeat a business project, but which has defeated in advance many a religious project.

a. As a matter of fact people will read what they want to read whether they have paid for it or not and they constantly leave books, magazines and papers lying unread which have cost them money.

b. In the second place to accept this theory means that we can never reach with printed information any of those who do not desire it sufficiently to pay for it. The fact that they do not want literature which they ought to have is not an argument against giving it to them, but the most powerful argument in favor of giving it to them. For otherwise they would never get it.

c. In the third place, while it may be possible that many who receive papers which they have not asked for will not

read them, it is quite certain that they will not read papers which they do not receive at all. If we put a paper in the hands of all the members of the Church, we are sure of having it read by the largest possible number. This is the principle upon which successful business works. It may be said also that there is evidence that *The Church at Work* while ignored in some places is very generally read in most parts of the Church.

Three very definite problems presented themselves, which had to do with the character of the paper, its cost and distribution.

Nature and Contents. The size and appearance have been governed largely by considerations of cost and by the quantity of matter regarded as advisable for an issue of a medium of this sort. As the paper has been criticized for having too much and for having too little it would seem fair to conclude that the quantity is not far wrong.

Questions of length and character of articles, arrangement, type face, headings, etc., have had careful consideration, and every effort has been made to take advantage of criticisms and suggestions. The increased use of illustrations has met with general approval.

The Church at Work is not a newspaper. Appearing only six times a year it could not possibly be. And there is no good reason why a general official medium should invade the field of the Church Weeklies, the newspapers of the Church. Its chief function is to give information, not news. For lack of space it cannot attempt to tell of all that is done in the Church which is of national interest, but as much as possible is given in addition to distinctly missionary matter.

It aims to promote everything endorsed by the Council, but cannot wisely take a stand regarding any other features of Church life and work. It is obliged to avoid all matters in controversy, especially such as involve questions of Churchmanship. Who is to determine the particular type of Churchmanship the paper would set forth? Whatever the type, the paper would immediately become unwelcome wherever another type prevailed and would no longer be distributed. "Shoemaker, stick to your last," is a wise saying. The primary purpose of *The Church at Work* is to emphasize the apostolic note of the Church,

and no other purpose, however good, should be permitted to defeat the primary purpose.

Cost of Publication. When a paper is to have a small circulation the cost is not a very serious problem. But when a paper is to have a possible circulation of 600,000 and the cost is to be paid out of a single treasury, the total expenditure is a very serious matter. It was realized at once that this publication could not have magazine form. It would have to take the much cheaper newspaper form. It was not thought wise to use the same sort of paper as the daily newspaper, as lacking in suitable appearance and as not permitting the use of good illustrations.

The form and size finally decided upon was the cheapest possible when using a surfaced paper of sufficiently good quality and weight. Every possible point in economy was utilized. As a result each copy of *The Church at Work* costs only 1.2 cents, the six copies in a year costing 7.2 cents. When the cost of shipping in bulk to the dioceses is included the cost of the six copies a year is about 9.5 cents. Portions of other expense items which should be allocated to this item will bring the cost up to about 10 cents per year.

In other words so far as the treasury of the general Church is concerned the Church is risking only 10 cents per year per family in an effort to keep all the people of the Church informed of and in touch with the general work.

This expenditure does not include what is spent by the dioceses in the distribution of the paper. It is very gratifying to be able to report the fact that the dioceses and districts have not regarded it as an unreasonable request that they contribute what is necessary in effort and money for the distribution of this national paper.

Distribution. The possibility of mailing *The Church at Work* directly to the people of the Church was thoroughly canvassed. First there was the difficulty of securing complete mailing lists and keeping them corrected up-to-date. This was regarded as a practical impossibility. But assuming that it could be done it was estimated that the cost of maintaining a headquarters staff large enough to handle such a list and of mailing the papers would be more than the cost of the paper itself.

The postage would be a very large sum unless the paper could have second class mailing privileges. These privileges are not given a paper which does not have a bona-fide subscription list covering at least half of its circulation.

The only possible way in which subscriptions on a large scale could be secured would be by printing a statement on the campaign pledge cards that a certain amount of the pledge was given as a subscription for *The Church at Work.* It was believed that many in the Church would resent this as a form of compulsory subscription and that therefore more harm than good would be done by adopting such a method. It is not impossible, if *The Church at Work* becomes a recognized institution in the Church, that the people of the Church will be willing to consent to this form of universal subscription. But even if this were done it would merely save a portion of the cost of mailing. It would not remove the other obstacles in the way of mailing from the common center. As it would save in the cost of shipping to diocesan headquarters and in the cost of reshipping from these headquarters the plan is worth trying when deemed feasible.

The paper is shipped in bulk to diocesan headquarters, except where at the request of the diocesan authorities shipments are made direct to parishes.

No papers are sent to any diocese or parish except upon requisition made by the diocesan authorities. This rule was imposed by the Council to reduce wastage as far as possible.

The Department will ship any number of papers asked for, provided the assurance is given that a reasonable effort will be made to distribute thoroughly the number of papers ordered. No particular method of distribution to the people is required as a condition. It is believed that the most effective method of distribution to families is by adult visitors, who could urge the reading of the paper. The next best method is by mail. Other methods followed are to hand copies of the paper to the people after a Church service or meeting and to leave a pile of the papers at the door of the Church to be taken by those who desire to do so. It is obvious that by these latter methods the paper fails to reach those who need it most, those who attend Church irregularly if at all. Where the group system has been

established in a parish it has been found easy to secure a thorough distribution of the paper.

An Experiment. As *The Church at Work* was an effort to do something for which there was no precedent it was an experiment. Indeed it cannot yet be regarded as beyond the experimental stage. In many ways the experiment has succeeded far beyond the expectations of most and fully up to all reasonable expectations. The response and co-operation of the field has, on the whole, been fine. The paper has had a very varied reception, depending upon the size, character and location of the parishes. Its circulation is about 450,000. It should be 600,000 if it is to be large enough to reach all the families in the Church. It has been demonstrated that it will be read, that it can be thoroughly distributed, that the dioceses and parishes will co-operate in time and money and that it is productive of results. Apparently the Church, speaking generally, is prepared to accept it as a normal institution until something better is devised.

Three practical problems confront the paper.

1. To so improve the paper, with the help of friendly criticism and advice, that it shall be attractive, readable and effective enough to be welcome in every home.

2. To secure the co-operation of all the clergy and laity in order that there shall be a thorough distribution in every parish and mission of the Church.

3. To make the cost as little as possible consistent with adequate character and thorough distribution.

Serving as Publishing Agency

The Department serves as the general publishing agency for the Council, the several Departments and the Woman's Auxiliary. In addition to the regular publications, the Official Bulletins, *Exchange of Methods, The Spirit of Missions* and *The Church at Work,* there are many occasional publications. These include books, varying in size and character from Miss Emery's *A Century of Endeavor* to a text book for study classes, booklets, pamphlets, leaflets, circulars and cards. Whether issued by the Council or by one of the Departments or by the Woman's Auxil-

iary, every piece of printed matter officially issued bears the signature of the Presiding Bishop and Council.

For the convenience of all desiring to place orders for any of these publications it has been decided to give the title of The Book Store to a bureau in the Educational Division of the Department of Missions and to ask that all orders for literature, issued by whatever Department, be sent to this bureau.

Every effort has been made to reach as high a standard of printing as possible consistent with necessary economy and to secure uniformity of usage in such details as spelling, punctuation, capitals, abbreviations, etc., and in appearance where deemed desirable. Certain regulations regarding the preparation of manuscripts have been agreed upon and are now being observed. They are reprinted in full as an appendix, as being of possible interest and value to those having publication responsibilities.

News Service to Church Publications

The Church Weeklies are the newspapers of the Church. In addition to the local news which they receive through their many diocesan correspondents, they aim to present to their readers all the general news of the Church.

For news of the plans and doings of the Presiding Bishop and Council, of the various Departments and of the Woman's Auxiliary and for some part of the news from the mission field the Church Weeklies are dependent upon the Church Missions House. The Department of Publicity endeavors to meet this need, sending reports of meetings, projects and activities and news stories coming through correspondence or otherwise from the mission field. The Department has no facilities for regularly gathering and furnishing other general news of the Church, but gladly reports whatever is received. In some instances this service has been expanded on request to cover more than the Church Weeklies.

Missionary and Other Notes. Twice a month there is sent out from the Department a collection of notes about various phases of Church work or other work of interest to Church people. These notes are sent to and primarily intended for the diocesan papers. They are sent also to the general Church

papers, to a number of parish papers, to a few other religious magazines, and to a few interested individuals.

This service grew out of a monthly promotion sheet formerly sent out by *The Spirit of Missions.* There is now an attempt to draw the material from all the Church departments.

While the notes were originally offered only as "filler" and are still so used in many papers, in other papers they are printed entire. Both long and short items are included, in an attempt to fit whatever space the editor may have. It would be easy to send out the sort of material that usually fills the odd corners of religious papers, quotations from George Herbert and St. Augustine, which of course have their place. The notes, however, are an attempt to fill some of that space not so much with inspiration as with information.

Anyone who can make use of the notes is welcome to them. It would be well if more use could be made of them in dioceses and districts that have as yet no diocesan paper. The Department will welcome any suggestions of ways to make this service more useful, and also any contributions of suitable material.

There is a large supply of cuts which have been used in *The Spirit of Missions, The Church at Work* or *Exchange of Methods.* These are loaned on request if not in use. Nearly all of the cuts are half tones. In size, they are of great variety in depth; in width they fit, in general, one, two, three or four columns of *The Church at Work.* Because of constant demand, all cuts should be returned promptly.

Loan Packets of Literature

The service of loaning packets of literature, which has been carried on for years, has been largely developed to meet the increased demand growing out of the Campaign. Over 600 of these loan packets have been prepared and are constantly in use, and the number is being added to every month.

These packets contain articles and clippings taken from *The Spirit of Missions, The Church at Work,* the Church Weeklies and other papers, and from reports and special pamphlets and leaflets. Each packet covers some particular field or phase of missionary work. Every mission field at home and

abroad is represented, as well as work amongst the Indians, mountaineers, Negroes and in rural districts. There is matter covering missionary work in general, medical missions, hospitals and leper colonies, orphanages, kindergartens, schools and universities and work among children.

The packets are found useful by those who are preparing lectures or addresses and in connection with mission study classes and discussion groups and Church school classes, especially in making so-called observation trips to the Church's outposts.

They are loaned for two weeks. The demand for their use is so constant that it is not possible to allow more time than this. There is no charge except the cost of postage from and to the Church Missions House. Those who borrow these packets should always be careful when returning them to enclose name and address, so that proper credit can be given. To neglect this leads to confusion and misunderstanding.

A limited number of pictures cut from publications have been gathered. These are found useful in making scrap books. These will be gladly sent out on request as long as there is a supply.

National News Bureau

The function of a news bureau is to furnish news to the public press. It may specialize in news of a particular character, such as religious news or news of a particular church.

By news we mean the report of a recent event or information about something before unknown. The newspapers spend large sums to secure news. They are glad to receive news from any source and of any kind. They are not prejudiced against any particular kind of news, certainly not against religious news. They regard religion as a subject of the greatest interest to the people generally. But they are prejudiced against matter which is not news though purporting to be news.

The object of the News Bureau of the Publicity Department is to furnish to the public press news connected with this Church. It does not attempt to cover all the news of the Church. Its field is comparatively limited, including news of the Presiding Bishop and Council, the several Departments and the

Woman's Auxiliary, and of the general work of the Church. It includes also other Church news of national interest, more particularly pertaining to the General Convention and its Joint Commissions.

Diocesan and parochial happenings are covered in other ways and by other agencies, such as local Church news bureaus, correspondents of the Church Weeklies, the clergy, etc.

The News Bureau conducts a service of news to the press associations and to the newspapers, reaching the latter partly directly and partly through diocesan correspondents.

This News Bureau is an outgrowth of a temporary news bureau conducted by the Publicity Department in the interest of the Missionary Centennial in 1921. This temporary news bureau was so successful that the Department with the approval of the Council determined to make it permanent.

Field Organization. Steps were immediately taken to establish a definite working relationship with the diocesan authorities that there might be co-operation to their mutual advantage. It was recognized that conditions vary so much that a local publicity organization in one place is not at all possible in another. A communication was addressed to the bishops and those who in each diocese are in charge of publicity, describing three different plans which might be followed in furnishing general Church news to local newspapers. These plans were set forth in that letter as follows:

"(1) We can, if necessary, continue to send news stories to newspapers in your diocese or district directly from this office. Stories sent in this way stand the least chance of being used. So much matter is sent to the newspapers by news bureaus, religious and secular, and there is so much of a purely propaganda character, that much of it is never even read. Most of it finds its way into the wastebasket.

"(2) We can send the stories intended for use in the newspapers in your diocese or district to you (or whoever else is appointed for the purpose) and they could be handed or sent to the newspapers by you. This plan would involve the establishment of some sort of relationship between you and the papers to which you would hand or send these stories. It would mean getting in touch with the news editor, by visit or by correspondence, so that the personal element would be involved. It may be that you have already established a relationship of this sort in order to furnish these papers with local or diocesan

news stories. Material given to the papers in this way is much more likely to receive favorable attention. The stories we would send under this plan would be fully written and ready for use as they stand. Under this plan our diocesan representative would not necessarily have to be a newspaper man.

"(3) We can send news stories to a correspondent for local placing as above described, but with the expectation that the correspondent would re-write the stories, if necessary, to secure stories of different length for different papers, or would prepare a new lead where feasible, giving the story a local application or connection. By this method the chances of the story being printed would be greatly increased, and also the probability of the story being read.

"To illustrate, a news story went out from this office telling of the affiliation with this Church of the Eastern Classis of the Hungarian Reformed Church in America. When this story appeared in the Philadelphia papers it had a new lead. The Publicity Director of the Diocese of Pennsylvania made use of the fact that Bishop Rhinelander was one of the bishops involved in the arrangement with the Hungarians and secured an interview from him. This gave the story a local application, insured its appearance in all the local papers and gave it the best possible chance of being read. No one should attempt to revise stories in this way without having had adequate newspaper experience.

"This third plan therefore is not feasible unless some one is secured to act as our correspondent who has newspaper training. Some of the dioceses have publicity directors of this sort. Their services are paid for by the diocese in some instances. We believe that it would pay any diocese or district to secure the services of some trained newspaper man or woman and provide suitable remuneration. Untrained men or women may accomplish something, but they work under a serious handicap and they are not systematically and continuously on the job."

As a result arrangements have been made, under either the second or third plan, with 26 dioceses. In these dioceses correspondents were appointed, through whom the News Bureau has been placing its news stories. In some instances these correspondents are covering all the newspapers in their dioceses, in some instances only a selected list. A list of these correspondents will be found on page 90.

It is hoped that in course of time all the dioceses will find it possible to name a correspondent of the News Bureau and

that the Church will be fully organized in every part for this important purpose.

General Services. In addition to sending out news stories to its correspondents for placing in the newspapers the News Bureau desires to receive from all its correspondents reports of events which are of national importance or interest. There are many local happenings which are of much more than local importance and for which the News Bureau will try to secure the widest publicity if given an opportunity to do so.

The News Bureau aims also to be a source of information, helpful in the preparation of news stories for sectional or local use. It is hoped to accumulate information useful for news purposes regarding all subjects within the purview of the Publicity Department. All such information will of course be at the service of the Church at any time.

With its present equipment the News Bureau is able on instant notice through the press associations, its diocesan correspondents and its lists of twenty-five hundred morning, evening and weekly newspapers to communicate directly with every newspaper of standing in the United States. It is felt that the results already achieved fully justify the organization of the Bureau. There is no state or territory in the nation in which the general work of the Church is not being laid before the people in the columns of the daily press through the work of the Bureau.

Within the Bureau there is being established a biographical department through which the dioceses and missionary districts are furnished on request with biographical material regarding Church leaders who are to appear at local Church gatherings, together with the photographs, for publication in the newspapers of the localities in which these gatherings are to be held. The News Bureau is prepared at all times to supply news stories of this character ready for printing and to advise with Church leaders throughout the country on methods of publicity for any project they may have in hand; as it is also ready to give such information and instruction in the preparation and handling of publicity as may be required by those who are engaged in the work of publicity in the various dioceses.

Though the Bureau, with the success which has attended

its efforts in the past six months, has passed the experimental stage, there are still many problems which only experience will solve and which cannot be fully worked out until the diocesan publicity organizations are more completely developed.

Further discussion of news bureau work will be found in connection with the topics of Diocesan News Bureaus and Parish News Bureaus.

In regard to all news bureau work it should be borne in mind that no news bureau has any control over a news story after it is sent to a newspaper. There is no way of making certain that it will be printed. And if used it may be curtailed or added to or otherwise altered. There is no way of knowing what sort of a heading will be written over it. It may be given a prominent place or put in an obscure corner. All these matters are controlled by the editors.

Evangelistic Purpose. While it is not always apparent, the underlying purpose of all Church News Bureau work is evangelistic. The matter sent out and widely used often includes frankly Christian teaching and the application of Christian principles. In all cases it is so framed as to attract attention to Christianity and the Church and the fruitage of Christion effort. The problem of making this service more effective as an evangelistic medium is being studied.

Advertising

Advertising is a form of publicity which the Department has been able to undertake to only a limited extent because of the great expense involved.

An advertisement has certain advantages over a news article. 1. The matter and the manner of its presentation can be controlled. 2. It can be displayed to attract attention. 3. It can be entirely frank and specific.

On the other hand it is not likely to be read by as many as a news article, and cannot be as detailed and thorough.

There are two fields of advertising open to the Department, the public and the Church.

The Public as a Field

All the arguments in favor of publicity with the general public as a field apply to advertising. No one can look at the newspapers and magazines and feel any doubt that it pays to advertise. Enormous sums are spent, not only to sell something but to spread information which it is desired the public should have.

Though much propaganda, financial, industrial, political and civic, appears in the form of news stories or other articles similar in appearance, it has been found necessary and profitable to print propaganda of all kinds in the form of advertisements. Why should not this method, of such proven efficiency, be used for the propagation of the Gospel? Advertising is not necessarily sensational. It merely seems to be so because we are not accustomed to it for Church purposes.

Advertising of this sort if conducted on an adequate scale by the Department of Publicity would cost a very large sum of money. There is no way of estimating how much. Single business concerns spend millions annually in this way. A single New York bank spends $600,000 a year in publicity. The Department has attempted no advertising of this kind at all and it is not likely that it will ever be possible to place large sums of money at its disposal for this purpose.

It is not certain that even the dioceses will ever be in a position to do much of this sort. Practically all the advertising of this kind has been done by parishes or individuals. For this reason all definite suggestions regarding Church advertising in the secular newspapers will be found under the head of Parochial Publicity.

The Church as a Field

Advertising placed in Church publications is intended to reach the members of the Church. Its purpose is not directly evangelistic, as is advertising aimed at the public at large. Among the immediate purposes it may have are these:

1. To promote the sale of books and other literature.

2. To promote the circulation and distribution of periodical publications.

3. To aid in securing regular financial support.

4. To aid in recruiting.

5. To encourage activity in various forms of Church work.

6. To secure aid for missionary and other projects.

7. To promote the plans of the several Departments.

8. To draw attention to particular principles or facts in the interest of the Church's Mission.

Promotion

This Handbook represents the most ambitious effort so far made by the Department to promote Church publicity. Its main purpose is promotion. Many other efforts, systematic and scattered, have been made through the various official publications, regular and occasional, through leaflets and correspondence, through conferences and commissions, through addresses and interviews. And the object has been furthered through sympathetic efforts of secretaries of other Departments, diocesan and parochial officers and other leaders who have faith in the necessity and importance of Church publicity.

This active work of promotion has manifestly borne fruit. In a Church that only recently was almost wholly indifferent to publicity and largely prejudiced against publicity, there is an astonishing amount of publicity today, appearing not only in our own Church literature but also in the public press.

The Department of Publicity conceives it to be its duty to make every effort to create a favorable public opinion in the Church towards publicity for the purposes of the Church. It is not in charge of Church publicity except within certain well defined limits, but it does feel a sense of responsibility for the promotion of publicity throughout the Church and aims to be of service in giving advice and help where desired.

There are three distinct lines in which the effort of promotion is being pressed:

1. The promotion of organization for publicity purposes.

2. The promotion of every form of printed publicity within the Church to spread information and arouse interest.

3. The promotion of the use of the secular press for the definite purpose of evangelization.

Promotion of Organization

Detailed suggestions as to organization in diocese and parish will be found in another part of this Handbook where diocesan and parochial problems are discussed. There are, however, certain general considerations which should be mentioned in this connection.

It is taken for granted that everyone recognizes the necessity of proper organization if any effort, secular or religious, is to succeed. A Church that is properly and efficiently organized is not open to the criticism of being over-organized. The cry that we have too many organizations in the Church has arisen because we have not organized the organizations. A great number of disconnected and competitive organizations is burdensome and does not make for efficiency.

"We must recognize in these days of multiform enterprises," says Bishop Brent in his Introduction to Dr. Goodwin's able handbook on "The Parish," "that organization well carried out is not a burden but a relief. It is a labor-saving device. This, however, does not mean that it is a means by which a lazy rector can shift personal responsibility from himself to a machine. It is not calculated to shorten his eight-hour day, but rather to enable him to use it to better advantage."

The hope of the Publicity Department is that there will be in this Church not a great number of independent publicity organizations, but what might be described as one Church-wide publicity organization, permeating the whole body, the separate parochial, diocesan, provincial and national organizations being so inter-related and co-operating so thoroughly as to seem to be parts of one whole. All the various parts of this general organization should be created by and under the control of the local Church authorities respectively. There should be no control by the national organization. On the one hand local autonomy should be strictly respected. On the other hand the fact that all are members of, and therefore responsible for, the larger whole should not be forgotten.

Church publicity in parish or diocese is likely to be neglected unless responsibility for it is definitely placed by those in authority. On the old theory that everything that ought to

be done is the rector's duty, there is not likely to be much publicity unless the rector happens to be a man who has had publicity experience. Here is a special reason why organization is essential. The laity are not likely, without being given express authority, to assume any duty supposed to belong to the clergy.

Promotion of Publicity Within the Church

Profoundly convinced that the members of the Church need information and constant reminders of what the Church is doing, of the opportunities before the Church and of the needs of the world, in order that interest may be maintained, the Department will make every effort to assist the Church to a conviction of the necessity of internal Church publicity. There never has been any lack of conviction that the members of the Church ought to know these things; the Church has lacked conviction that it was a necessary part of Church activity to keep the Church thoroughly informed. There has always been a readiness on the part of the leaders of the Church, general or local, to give information to those desiring it, but it is only recently that we have recognized that this is not sufficient. In the interest of the work, as well as in the interest of the spiritual advantage of the people themselves, information must be conveyed to all whether they express a desire for it or not.

The point upon which the Department is laying chief stress is that all publicity efforts, whether the field be large or small, must be so planned as to reach the entire field, that to make plans on a smaller scale is to defeat ourselves before we begin. If there is a matter of which all the members of the Church should have knowledge, it is following counsels of timidity and false economy to work on a scale which cannot possibly cover more than part of the desired field. For example, if there are 10,000 communicants in a diocese it is foolish to print 1,000 copies of a pamphlet which ought to reach everyone. It is not fair to the 9,000 who are neglected.

This is an ideal which is not possible in any case of perfect realization, but it can always be approximated unless we deliberately defeat ourselves through a half-hearted policy.

The promotion of Church publicity by the Church everywhere has not been systematized as yet. The Department has established no particular medium devoted to this particular object of promotion. It has tried to utilize all mediums and all possible agents and here also it offers help and advice wherever desired. Possible ways of rendering assistance are referred to under appropriate headings.

Publicity Conferences and Publicity Commissions are given separate treatment. Diocesan Publicity Conferences are proposed and urged. Opportunities for promoting publicity will be found in the Summer Schools, Diocesan Conventions, Provincial Synods and the General Convention. These opportunities will be utilized, where possible, as rapidly as publicity leaders emerge and the work of promotion becomes organized.

Promotion Through Conferences

In 1921 three publicity conferences were held, one in New York on June 21st and 22nd, one in St. Louis on June 28th and 29th and one in Salt Lake City from September 7th to 10th. An official representative of each diocese, appointed by the Bishop, was invited to attend one of these conferences. At these conferences fifty-three dioceses and districts were represented.

The main purpose of holding these conferences was to afford an opportunity for the discussion of the practical problems of publicity which the publicity men in the field were facing. In most of the dioceses and districts there had developed some organized effort to promote and carry on Church publicity, but conditions were more or less chaotic for lack of any general understanding. It was thought that the time had come for making a common effort to solve the problems involved and to reach some agreement as to principles and methods and to discover in what way local and general headquarters could be mutually helpful.

In each conference a resolution was unanimously adopted, urging the Department of Publicity to hold similar conferences every year. In pursuance of this demand and recognizing that there were still plenty of problems to be solved and difficulties to be faced, the Publicity Department announced the holding

of a series of similar publicity conferences for 1922. In order to make it more easy and less expensive for representatives to attend from all the dioceses and districts it was decided to hold twelve conferences instead of three, at cities selected with a view of accommodating the delegates. The following is a schedule of the 1922 conferences:

Tuesday,	May	23, Richmond	St. Paul's Parish House
Wednesday,	"	24, Philadelphia	The Church House
Friday,	"	26, Boston	The Diocesan House
Tuesday,	"	30, Utica	Grace Church Parish House
Wednesday,	"	31, Cincinnati	Christ Church Parish House
Friday,	June	2, Atlanta	Cathedral Parish House
Tuesday,	"	6, Dallas	Cathedral Parish House
Friday,	"	9, Denver	St. Mark's Parish House
Tuesday,	"	13, San Francisco	Grace Cathedral Chapel
Friday,	"	16, Portland	The Diocesan Offices
Wednesday,	"	21, Minneapolis	St. Mark's Parish House
Friday,	"	23, Chicago	The Diocesan Offices

While these publicity conferences are of diocesan representatives, others actively interested in Church publicity are invited to attend and participate.

Promotion Through Commissions

The plan of forming Advisory Publicity Commissions, which has been under consideration for the past year, has at last taken shape and four commissions have been created. This project received the approval of the Publicity Conferences last year and is believed by the Publicity Department to be an essential step in the promotion of publicity in the Church.

These commissions include at least one representative of each province. Their membership will be added to from time to time as suitable persons are found who are willing to help the work in this way.

The commissions are advisory to the Department of Publicity. Through them the Department will be able to consult the field in a systematic way in making new plans, in improving existing projects and in securing understanding and co-operation. The commissions have been asked to study publicity problems,

to promote the general idea of Church publicity, to make constructive criticisms of projects and methods, to suggest new projects and methods and to report on local conditions and the local reaction. The members of the commissions will be both students of problems and observers in "listening posts."

It is believed that these commissions will prove to be the best possible way of keeping the Department in real touch with the field, and of preventing the Department from becoming isolated and bureaucratic.

There are four commissions already established, the members of which have accepted invitations to assist in this way, and already have under consideration problems laid before them. They are:

The Commission on General Church Publicity
The Commission on Diocesan Publicity
The Commission on News Bureaus
The Commission on Church Advertising

For the present at least they will carry on this work through correspondence only, using national headquarters as a clearing house. The results of their investigation, observation and study will be made known to the field from time to time.

Promotion of Evangelistic Publicity

The open door to the greatest opportunity before the Church to-day is Christian publicity in the public press. Here is the finest evangelistic medium for our use. Efforts are being made to promote evangelization through the spoken word, the original and most effective method of spreading the Gospel. But even though our efforts in spoken evangelization were to be multiplied many times, we would hardly be more than touching the fringe of the great problem of the unchurched. Supplementing such efforts, and altogether outstripping them in widespread effectiveness, should be evangelistic efforts through the printed word.

Even if all Church members attend the services, and the worship carry them into the very presence of God, and the preacher bring conviction to the hearts of all in words that are pregnant with inspiration, we dare not forget that for every

four people who *belong* to a Church there are in this country six who do not, and the six are probably reading the Sunday paper while the four are in Church. It is a sacred duty of the four to influence the six. One way, a most powerful way, is through the paper that is in their hands.

Unfortunately, we have thought of publicity in the newspapers as merely a method of giving public notice of a service or a meeting, or of making public the account of something that has taken place. We have thought too much of building up the attendance at a service or of exploiting persons or organizations. We are only beginning to think of Church publicity in the public press as evangelistic in purpose.

There have been tentative and sporadic efforts to use the newspapers in this way. The various religious bodies as a whole are not yet awake to the chance. Save a clergyman here or there, this Church has hardly yet caught the vision and certainly has not yet gained sufficient conviction to make a large investment of time and money in this form of evangelization.

The newspapers themselves are really far ahead of the Churches in their recognition of this evangelistic opportunity. Many papers have religious editors and have religious departments. Many editors are convinced that the problems of the world will never be solved rightly until Christian principles are applied and that therefore it is one of the functions of the public press to present and apply Christian principles. And they are careful to keep the public reminded that the Churches are the conservators and propagators of Christian principles.

The most notable recent example of newspaper enterprise of this sort is the serial publication of the Gospels by the *State Journal* of Topeka. The text used is the Weymouth Translation in modern English.

It is safe to predict that the time is not far distant when the Church will be spending large sums of money and using the services of many of its members in printed evangelization. The day is coming when we will look back and be amazed that we were so long blind to this wonderful opportunity, and when we will be winning new fields, adding great numbers to the body of Christ and influencing the life of the world to an extent undreamed of now. But before such things can happen, the people

of the Church must be warmed to enthusiastic belief in Christion publicity.

The problem of how best to utilize the public press for these purposes has not yet been worked out. Many experiments are being made and many more must be made and many failures will be scored before the Church learns how. Doubtless advertising will play a large part. Doubtless every form of conveying information will be used. Some day experience will disclose the way.

The Publicity Department has not had at its disposal any means with which to inaugurate an evangelistic campaign in the public press in the name of the general Church. As said before, perhaps there never will be sufficient funds available in the national treasury to carry on such work extensively. It is probable that the dioceses will find it equally difficult to secure large funds for any such purpose. It is more than likely that the great bulk of such work will be done by the parishes and by individuals.

It is nevertheless necessary that this phase of work should be promoted in every way by the national Church and the diocese. Though carried on locally the movement when it comes will be a national movement and will demand national leadership and guidance. It will develop much more rapidly and effectively if there be a centre for the exchange of ideas and for the production of suitable material for use. The movement will not gain impetus locally throughout the Church unless there be diocesan and general sanction and encouragement.

Believers are won individually and individually are baptized into the Church. Though a spiritual movement be general, its results are local and individual. The whole grows as its parts grow, but the parts cannot grow except as parts of the whole. This is the law of a living body.

Provincial Publicity

There has been some discussion of the status of the provinces in their relation to publicity. There is a conviction, more in evidence in some provinces than in others, that the provincial organization has a necessary and useful part in at least some phases of publicity work. The problems involved are many and none of them has had as yet serious attention.

In the Nation-Wide Campaign the news bureau work in publicity was carried on largely through sectional headquarters in cities having strategic importance from the standpoint of publicity. It has been found necessary in the promotion of publicity to hold sectional rather than national conferences. These things, among others, indicate that there is a real relation between the provincial idea and Church publicity.

In Canon 53, Section VII, the powers of the provincial synod are enumerated. Among other things the provincial synod is empowered to act as or to provide for provincial boards of missions, religious education and social service, these boards to be severally auxiliary to the general boards having jurisdiction of these subjects. This power has been exercised in the matter of religious education and social service. Auxiliary boards or departments are in existence and are co-ordinating with the national Departments.

It may prove wise to ask the synods to create provincial departments of publicity, to be auxiliary to the general Department of Publicity. The functions and possible responsibilities and activities of such provincial departments are being studied.

It is not believed that it would be wise to urge the publication of provincial papers. Nor would it be wise to urge such organization of the provinces as might serve to retard rather than facilitate the rapid spread of publicity.

The whole subject will have attention at the publicity conferences and is under consideration by one of the publicity commissions. The provincial synods have already given the problem some attention.

Diocesan Publicity

Much that has been said regarding publicity in general and the work of the national Publicity Department applies with equal force to diocesan publicity and need not here be repeated. It is purposed to make suggestions as to diocesan publicity, based largely upon observation of what the dioceses have already done or attempted to do. The subject will be treated under the following heads:

1. Organization
2. Diocesan Papers
3. News Bureaus
4. Advertising
5. Literature and Posters
6. Financing
7. Co-operation
8. Promotion

Organization

An examination of the list of diocesan publicity organizations and officers (page 83) will show how widespread has been the development of organized publicity in this Church. In 61 dioceses and districts there is some form of organization. The Church has at least awakened to the recognition of the necessity and importance of this work.

That organization has taken so many different forms and that we find such a varied state of progress was to be expected. It is neither necessary nor desirable that there should be uniformity of diocesan organization for publicity. The national Publicity Department has had no definite plan of organization to propose or urge. It believes that a department of a diocesan council, or a board, or a commission, or a committee will serve the purpose. But whatever the form there are certain considerations which are applicable in all cases.

1. The publicity organizations should be a definite part of the whole diocesan organization and should be co-ordinated with the other parts. If the form of organization in the diocese be that of "Bishop and Council" with departments, then there should be a Department of Publicity. If the policy of the diocese is to place various phases of the work in the hands of boards, then there should be a Board of Publicity. The same is true of commissions and committees.

2. The publicity organization in a diocese should not be an independent or self-appointed body, but a body created by the diocese and given necessary authority. It is assumed that of course nothing would be done in organization or activity without the consent and approval of the bishop.

3. The organization should be such as to make it evident to the people of the diocese that Church publicity is recognized by the diocese as an integral and necessary part of Church work.

4. The organization should have at its disposal an appropriation of money made by the diocese and should not be driven to attempt to finance its work through private gifts.

5. It would be neither possible nor wise to have the publicity organization consist exclusively of men or women whose profession is publicity, but every such organization should contain some members who have had practical publicity experience. It is believed that this is essential to success and progress.

6. The organization should have a headquarters, the address of which should be familiar to everybody in the diocese. The amount of work done might not justify the maintenance of an office or offices exclusively for this purpose. But there should be some one address to which all inquiries could be directed, from which all material is issued and where all books, papers, literature, files, lists, supplies and data of all kinds are accumulated. If there be a diocesan headquarters, that is where the publicity headquarters should be. There should be an avoidance of separate addresses, which only confuse people.

7. As regards the necessary officers of the organization, there are at least the following executive positions which might be filled.

a. Publicity Director or Secretary.

b. Director of News Bureau, who might also be the diocesan representative or correspondent of the national News Bureau.

c. Diocesan Literature Distributor, in charge of the distribution of both diocesan and national literature.

d. Editor and Manager of the diocesan paper.

It is not essential that these positions should all be filled by different persons. Two or more of them might be combined in one person or one person could fill all of the positions. It depends upon the amount of publicity activity and the stage of development of the work. It is not essential that persons filling any or all these positions should devote all their time exclusively to publicity. There are cases where the executive secretary of the diocese is performing some of these duties. Where there are combinations of this sort, the offices should be regarded as distinct. Publicity duties should be performed as representing and under the control of the publicity organization.

It is only a matter of time when many dioceses will have at least one publicity officer who is paid a salary by the diocese. In the meantime it might be found desirable to pay for part of the time of an experienced person.

Program. The publicity organization should have a carefully planned program of policy and work, covering present activities and also looking toward future expansion. This program should be presented to the diocesan convention and be the basis of a proposed budget. The program should be given wide publicity.

A program is needed even if it is not possible for the diocese to include in it at once every suggested form of Church publicity. All that can be undertaken should be definitely set forth and provided for. Much more will be done when there is a recognized program to follow, and only through annual programs will the diocese reach the goal of a complete program.

Diocesan Papers

It is strongly recommended that every diocese and district publish its own diocesan paper. The list on page 100 shows that in 63 dioceses and districts in the States diocesan papers are being published.

It is hardly necessary to advance arguments in favor of publishing a diocesan paper when it is seen that so many have found a place for themselves. It might be said, however, that it is impossible for diocesan authorities to keep in touch with the people of a diocese without some form of publicity and that there are advantages in securing this publicity through a medium issued periodically as a diocesan organ which the occasional issue of a variety of printed matter does not have. A diocesan paper helps to create a corporate sense in the diocese. In many dioceses it has been a recognized and valued institution for a long time.

Character and Contents. There are 63 diocesan papers and 63 varieties. In general appearance, size of page, number of columns, width of columns, body type, headings, arrangement and contents there is great diversity. There is no recognized standard, and there is no reason why there should be, except in one particular. A standard width of column would facilitate interchange of cuts and make a mat service possible.

There are 4 quarterlies and 4 bi-monthlies. One paper has 8 issues per year. The rest appear from 9 to 12 times per year. The size of page varies from about 6″x9″ to newspaper dimensions, but the great majority are about 8″ or 9″ x 10″ or 12″. The number of pages in an issue varies from 2 to 40, the 2 page paper being an insert in *The Church at Work*. Eight of the papers have regularly 8 pages and 20 have 16 pages.

All of these papers endeavor to cover diocesan and parochial news and information. Some carry a limited amount of general Church news. All are used for propaganda for Church work and projects of all kinds. Many have room for special articles. Some are definitely the Bishop's organ, in whole or in part. In some, answers to questions are featured. There is a very general use of these papers for Church instruction.

Nearly all use illustrations to some extent. Illustrations add greatly to the attractiveness and readability of a paper and it is gratifying to note that their use in these papers is increasing. In many, little attention seems to be given to the matter of headings. It pays to make headings as informative and alluring as possible without being sensational.

Samples of all diocesan papers are on file at national publicity headquarters. On request an assortment of samples will be gladly sent to those planning to found new diocesan papers or aiming to improve papers already in existence.

Distribution. The size of the editions issued varies from 300 to 7,300. Information is lacking in regard to 6 of the papers. Of the remainder 8 appear in editions of 300 to 900; 28, 1,000 to 1,850; 7,200 to 2,700; 12, 3,000 to 5,000; 2 are 7,000, and 1 is 7,300. The total number of copies issued in the months when the quarterlies and bi-monthlies appear, exclusive of the 6 whose edition is not known, is 125,750. It has been found that the number of families in a diocese is approximately half the number of communicants. On this basis it appears that the editions of 9 papers are equal to or greater than the estimated number of families; Atlanta, Bethlehem, Colorado, New Hampshire, Olympia, San Joaquin, Southwestern Virginia, Spokane, Texas. These include 3 papers issued free of cost. Six papers are within 1,000 of the number of families: Iowa, Lexington, Mississippi, Springfield, Tennessee and Quincy.

It would be of enormous benefit if in every diocese the diocesan paper should be thoroughly distributed throughout the diocese. When the circulation is limited, it usually consists of the most interested people. The paper fails to reach just those who need it most because they are out of touch.

If a diocesan paper is intended to reach every Church family in the diocese free of charge, there are two methods of circulation:

1. By mail to individual addresses from diocesan headquarters. This is thorough. It involves the securing and constant correction of a mailing list. Such a list is valuable for other purposes also. This is being done successfully. In the strongest dioceses it would involve the use of an addressograph.

2. By shipping in bulk to parishes and missions for local

distribution through the group system, by adult visitors or others, or at services and meetings. This method is ordinarily not as thorough, but it has the great advantage of involving personal contact. It can be made just as thorough as the mailing method.

If the paper be published on a subscription basis, it is almost invariably circulated by mail.

Financing. All the diocesan papers are on a subscription basis except three, Colorado, Olympia and San Joaquin. The Colorado paper is inserted in *The Church at Work*. The other two are quarterlies. The subscription price ranges from 25 cents to $2 a year. For 21 papers the price is 50 cents; for 29 it is $1. In the case of 45 of these papers the subscription income is supplemented by selling advertising space, varying from a few inches to many columns. Eighteen of the papers carry no advertising. These latter papers have from 2 to 20 pages.

It is alleged that many of the diocesan papers could not exist without carrying advertising. Gaining revenue in this way is, however, of doubtful expediency. The advertising rates cannot be high. The share of the cost of printing and paper to be charged against the advertising materially offsets this sort of income. It is a question whether it is wise in the long run to secure advertisements from those who do not regard the matter as a purely business proposition. The same space could be filled to better advantage with reading matter, or the number of pages could be reduced.

If a diocesan paper is to reach all the families, and all agree that it should, the best and only really practicable way of financing it is by diocesan or department appropriation. It is an investment which is bound to yield large returns. Only those already interested can be secured as paying subscribers. Sending freely to all means the possible winning of the interest of all.

The experiment of asking the parishes to subscribe in bulk for enough copies to reach all their families respectively has been tried, but with only partial success.

A plan followed by the National Geographic Society and other organizations for securing subscriptions from their entire membership for their official publications has been suggested as

of possible adaptation to our Church problem. The membership blank contains a statement that a certain amount of the membership fee is to be regarded as a subscription to the official paper of the organization. The proposal is to print a statement of this sort on the annual National-Wide Campaign pledge cards. This was first proposed for *The Church at Work.* It was rejected, as previously noted, because it was felt that many would resent what they would regard as a compulsory subscription. Perhaps there might be general acquiescence if this should be a joint subscription to both the diocesan and national papers. The amount required in this way for *The Church at Work* would be only ten cents. The amount required for the diocesan papers could be adjusted easily to the satisfaction of all the dioceses. The chief advantage of this plan is that the diocesan papers and *The Church at Work* could then obtain second class mailing privileges. This plan should not be attempted unless there is assurance of general favorable reception.

Combination of Papers. In response to a suggestion coming from various sources the Department of Publicity has offered to make a combination with the diocesan papers on certain conditions. The Department will contribute to any diocesan paper the sum it costs to furnish to the diocese sufficient copies of *The Church at Work* for distribution to all the families of the diocese, provided a reasonable share of the space in the diocesan paper is filled with matter prepared at national headquarters and provided the diocesan paper print enough copies to reach every family and thoroughly distribute them. The offer is not attractive financially, but the Department must treat the dioceses impartially and therefore cannot offer more. The offer is made in good faith, to meet an apparent demand, but the Department is not disposed to urge acceptance. The Department believes that it is far better that a national Church paper should reach every home in the Church.

Diocesan News Bureau

Thirty-two of the dioceses have news bureaus, but few of these are fully developed. In most cases the newspapers are dependent upon the enterprise of their own reporters or the individual initiative of the bishop or some of his clergy.

The function of a diocesan news bureau is to see that there is proper publicity in the secular press for the diocese and its work, to see that the Church publications, especially the Church Weeklies, are regularly and properly furnished with information and to see that the news stories sent out by the national news bureau are placed with the local newspapers.

This does not mean that these duties need necessarily be performed by the same person. In most cases the Church Weeklies have their own correspondents. In a number of cases correspondents of the national news bureau have been appointed. But it ought to be somebody's business to see that these various news bureau functions are performed by some one. Ordinarily it will be found most convenient to have the same person act as director of the diocesan news bureau and correspondent of the national news bureau. This is now the case in 17 dioceses.

A diocesan news bureau should also be in close touch with news bureaus, or their equivalent, in the parishes and missions of the diocese, in order that diocesan headquarters may constantly be kept informed of all local Church doings. In this there should be close co-ordination with those in charge of the diocesan paper, for the parishes should not be expected to report parochial news to more than one diocesan headquarters. One parochial news service should suffice, if there were thorough organization, for the diocesan paper, for the diocesan news service to the newspapers of the diocese and for the news service to the Church Weeklies.

This suggestion is not meant to interfere with any special arrangements which the Church Weeklies may have with special correspondents for regular service or exclusive stories.

The diocesan news bureau should also make a practice of sending to the national news bureau any news stories which may seem to be of more than local interest and should keep the

national news bureau posted in advance as to approaching events of importance.

While such work as is here described can be done by a person who has not had newspaper experience, such as one of the clergy or a layman or woman who may volunteer, doing the work incidentally or in spare moments, it cannot be fully organized or developed or done with the highest efficiency except by some person who has newspaper experience and to whom it is a regular duty.

Except in the case of the largest dioceses the duties would not be extensive enough to justify securing the whole time of any trained person. It is quite possible to secure a suitable person for part time. In every see city in the country there surely must be a communicant of the Church, man or woman, in active newspaper work, who would be glad to perform regular duties of this kind for the Church for a reasonable remuneration.

Another possible plan is to add the news bureau duties to the duties of some salaried diocesan officer, if there be one capable of assuming the responsibility. If the news bureau duties be performed by a diocesan officer or any other person who is not trained in newspaper work, some newspaper men or women should be asked to serve in an advisory capacity as members of the news bureau. This work is not complicated or difficult to understand but a certain amount of technical knowledge of details and methods is essential to success. In addition to this, there is such a thing as a "news sense," which very few people have except those whose business it is to seek news.

Suggestions as to the preparation of news stories and establishing a connection with newspaper offices, and other details of the subject, can be found in connection with the discussion of parochial news bureaus. It is realized that these suggestions are superfluous where diocesan and parochial news bureaus are in charge of persons having newspaper experience. They are given because the publicity organization is still largely undeveloped and publicity activity is still largely in the hands of untrained volunteers. There is no thought of disparaging the work of these volunteers. It is quite likely that without their active interest and efforts there would be a little or no pub-

licity development. There is much splendid work done by untrained men and every man gains training by experience.

The ways in which news stories from the national News Bureau can be handled have been previously described. See p. 35.

A list of diocesan news bureau directors and correspondents of the national news bureau will be found on p. 90.

Where only a limited number of papers are to be served with news stories a typewriter will be sufficient equipment. Where the number of papers is large a mimeograph machine will be necessary.

Advertising

Twenty-two dioceses report having done some advertising in the newspapers, mostly in connection with the National-Wide Campaign. Newspaper advertising intended for the eyes of the members of the Church in the diocese is not an economical way of reaching the desired end. If there be a diocesan paper thoroughly distributed, it is by far the surest and cheapest medium. But where the diocesan paper is of limited circulation, and under special circumstances, the newspapers may be a most effective medium.

Advertising with an evangelistic purpose, where the aim is to reach the unchurched, must be in the newspapers. This sort of advertising is fully discussed under the head of Parochial Publicity. See p. 72. Whether the dioceses will ever have funds available for this purpose is very doubtful. Diocesan publicity leaders can perhaps persuade the newspapers to give their space free of charge for articles on religious subjects, for the printing of portions of the New Testament, and even for religious advertisements of a general character. They might also be instrumental in organizing groups of laymen to finance such advertising or in persuading business advertisers to contribute their space in the papers, as was done in war relief advertising. There are also possibilities of co-operation with publicity leaders of other communions.

Literature and Posters

Besides the three chief forms there is likely to be diocesan publicity in the form of booklets, pamphlets, leaflets, etc. These appear in the interest of special projects or in connection with unusual efforts such as the Nation-Wide Campaign. There will be need for matter of this sort every year preceding the annual every member canvass, especially where the diocesan paper has only a limited circulation. Judging from the samples sent to national headquarters, there must have been issued in 1919 a vast amount of publicity literature in manifold forms. Some of these samples and many which have since appeared have been reproduced or described in *Exchange of Methods.* The Publicity Department will be glad to continue this practice if copies of successful examples are sent in.

Posters are an effective form of publicity. A number of dioceses have done excellent work of this kind in the form of pictorial posters, cartoon posters, slogan posters and poster charts. It is quite feasible for any diocese to originate and print posters of any sort, though some forms will require the services of an artist. In campaign periods statistical charts are especially useful. It is requested that copies of all posters be sent to the Publicity Department.

Financing

Publicity will never become thoroughly organized and developed in the dioceses until its necessity and value are recognized well enough to secure for it adequate appropriations. If diocesan conventions would study the example set by business and politics and realize that the same law holds in religion, they would not hesitate to invest liberally in publicity. Progress and growth are impossible without it. Some appropriation for publicity has been made in 27 dioceses.

To depend upon the generosity and enterprise of a few individuals is unfair and precarious. It is a common burden and a common enterprise. To extend publicity to only those willing to pay for it, as to purchasers of a book or subscribers to a paper, is equally unwise. To sell Church publicity is to put the matter

on a wrong basis. Those who need it most are just those who do not realize their need.

In every diocese there should be an annual publicity budget presented, just as there is a missionary budget. This budget should be prepared by the publicity organization, of course in consultation with the bishop. It might contain the following items:

1. Salary of publicity director or secretary.
2. Cost of services of experienced person for news bureau work.
3. Cost of publishing diocesan paper.
4. Cost of other printed matter.
5. Distribution expenses.
6. Expenses of diocesan publicity conference.

It might not be possible to have at first so complete a budget. But in every diocese and district it is surely possible to make a beginning. The budget will grow as the work develops.

Co-operation

The development and effective maintenance of Church publicity depends largely upon co-operation between diocesan and national headquarters and diocesan and parochial headquarters, and with provincial headquarters when such there are. There is no question of control involved, as in a military organization, where the headquarters of the smaller unit is under the control of the headquarters of the larger unit. Co-operation means mutual helpfulness to a common end. It recognizes the fact that a member of a parish is also a member of the diocese and of the national Church, that the parish is part of the diocese and the diocese is part of the Church, and that there is no real competition between parish, diocese and Church, they and their activities being simply phases of one organization and one work.

There are four agencies with which a diocesan publicity organization can co-operate:

1. With national headquarters.
2. With parochial headquarters.
3. With other diocesan departments, boards or commissions.
4. With non-official Church publications.

Co-operation with National Headquarters

News Bureau. A director of a diocesan news bureau or a correspondent of the national news bureau, placing with newspapers in the diocese the news stories sent out from national headquarters and sending to national headquarters local news stories of general interest.

The Spirit of Missions. Encouraging the circulation of the organ of the Missionary Society, *The Spirit of Missions.*

The Church at Work. This paper was founded to be a universal medium of information on the general work of the Church. The thorough distribution of this paper, and the project is a failure wherever there is not thorough distribution, depends wholly upon diocesan and parochial co-operation.

In most cases the diocesan distributors reship the papers in bulk to the parishes and missions; in a few cases they mail the papers individually to the families of the diocese. A list of diocesan distributors will be found on page 96.

In addition to the labor of reshipment the diocesan distributors are put to the trouble of ascertaining from the parishes and missions the number of copies they desire to receive, if any. This information is thus secured because the Publicity Department has understood that the dioceses preferred to handle this matter themselves.

It should be said that the Publicity Department would be very glad, if the dioceses so desire, to relieve the dioceses of this labor by securing directly from the parishes and missions their requisitions for the paper.

And further, in order to relieve the dioceses from the expense and labor of reshipping the paper to parishes and missions, the Publicity Department will hereafter, on the request of any diocese, ship the papers in bulk directly to all the parishes and missions which desire to receive it.

As indicated before, it is impossible, because of the practical difficulties and expense involved, for the Department to mail the paper to all the members of the Church individually. But several of the dioceses have found it practicable to mail the paper to all of

their people, and others have the same plan under consideration. It is believed that this is the only way in which absolutely thorough distribution can be secured.

Exchange of Methods. The shipment of this paper presents the same problems as in the case of *The Church at Work.* The same proposals as to direct ascertainment of requisitions and direct shipment to parishes and missions made as to *The Church at Work* are hereby made as to *Exchange of Methods.*

Other Literature. The distribution throughout the diocese of other literature from national headquarters is dependent upon diocesan co-operation.

Publicity Conferences. It is hoped that every diocese and district will co-operate in the Publicity Conferences held under the auspices of national headquarters at least to the extent of sending an official representative. Every section of the Church will then have a voice. The maintenance of personal contact in this way between diocesan and national headquarters is most desirable.

Co-operation with Parochial Headquarters

News Bureau. The diocesan news bureau can co-operate with the parish news bureau in order (a) to keep in touch with local newspapers and (b) to secure parish news.

Diocesan Paper. The diocesan paper will need co-operation in (a) securing parish news, if this is not done by a diocesan news bureau; (b) securing circulation, and (c) securing subscriptions if paper is not supported by the diocese.

National Publications. Co-operation is needful to promote the local distribution of *The Church at Work, Exchange of Methods* and other literature from national headquarters.

Diocesan Literature. Co-operation in distribution.

With Other Diocesan Departments

While the diocesan publicity organization will have independent responsibilities and duties, much of its work will be in the nature of propaganda in the interest of the other diocesan

departments or boards. If this latter work is to be effective it must be done in close co-ordination with these other bodies. Indeed no publicity work can be done effectively if out of touch with these bodies.

There is also great opportunity for service in an advisory capacity. If the diocesan publicity organization includes persons with publicity experience it will be able to help the other diocesan departments and organizations in planning the publicity they need for their projects, suggesting the best mediums to use or the most effective forms of printed matter. A good publicity department can be of very great value to the bishop, and to every diocesan body.

With Non-Official Church Publications

The Church Weeklies ought to be better supported. They now reach only a small percentage of the homes of the Church. They perform a valuable and important function in our Church life. They are the general newspapers of the Church. They afford the only open forums for legitimate controversy. They have an editorial freedom which an official Church paper cannot have. This freedom of utterance is of incalculable value.

A diocesan publicity organization would be doing good service for the Church if it co-operated with the Weeklies in their efforts to increase their circulations. With cordial diocesan backing the Weeklies ought to be able to greatly increase their subscription lists.

Publicity Promotion

There is need of publicity for publicity. There is need of earnest and sustained effort to convince the people of the Church that publicity is an integral and important part of Church work. Though broken down to some extent, there is still a widespread prejudice against Church publicity. The people, and especially the diocesan leaders, must be won to a favorable attitude before it will be possible to secure adequate support for this work. Upon the diocesan publicity organization naturally falls the

responsibility for the needful promotion. Such promotion would have these general objects:

1. To break down prejudice and win friends.
2. To increase publicity generally.
3. To encourage evangelistic publicity.
4. To effect wide-spread publicity organization.

The means of promotion would include:

1. The diocesan paper.
2. Other literature.
3. Addresses by newspaper men and others.
4. The use of this Handbook as a text book.
5. Diocesan Publicity Conferences.

Parochial Publicity

As in the case of diocesan publicity it is purposed to make suggestions which may prove helpful in the development of publicity by the parish and by individuals. The subject will be treated under the following heads:

1. Organization
2. Parish Papers
3. News Bureaus
4. Advertising
5. Other Forms of Publicity
6. Financing
7. Co-operation
8. Promotion

Organization

There is probably no parish which has not used printed publicity in some way, if it be only Church notices in the newspapers or printed leaflets distributed among the congregation, but there are comparatively few which look upon publicity as a integral part of Church activity and which are fully organized for the purpose. The number of parishes giving this matter serious attention is rapidly increasing. Out of 2,197 parishes and missions reporting in answer to a questionnaire, 704 have some sort of publicity organization. See p. 93.

The Publicity Department believes that every parish and mission whatever its size or location will find it well worth while to seriously face the publicity problem and to work out a definite program of publicity which fits its circumstances. Conditions are so different in the various parishes and missions that there is no form of organization or program of activity in publicity which could be suggested as fitting all cases. Parishes in large cities, in small cities, in towns, and in rural districts face different problems. A parish in a city which contains other parishes

has a problem which differs from the problem of a parish which is the only parish in its city. The size of a parish and its financial strength enter into the problem.

Though the conditions are so varied and the problems so diverse, there are nevertheless considerations which apply in all cases.

1. Unless the rector has had publicity experience, he should not attempt to handle the publicity problem alone. He should have the advice and assistance of members of his congregation who have newspaper or other publicity experience. If he has no member of his congregation of this sort, any local newspaper editor will be glad to give him helpful advice.

2. Even if the rector has had publicity experience it would be wiser not to handle the parish publicity alone but to have the advice of members who are familiar with publicity, and so far as possible to have the work done by them as part of their Church work. Here is a sort of Church work requiring technical knowledge. Members who have this technical knowledge are glad to supplement their money gifts with gifts of time. It is their chance to offer service. There is an enormous amount of trained service which should be at the disposal of the Church but which is not now utilized. It is believed that much of the existing indisposition to co-operate in publicity is due to the fact that many of the clergy regard publicity as just another burden on their shoulders, already overladen. If they would look at it rather as an opportunity to provide necessary and genuine Church tasks for laity eager to be of service, they would be more willing to give the subject consideration.

3. Every parish should have a definite publicity policy and program. If news is to be given to the newspapers, somebody should attend to it systematically. If there is a parish paper, its publication should be properly organized. It should not be left to chance as to whether or not there is to be publicity of various kinds. The whole matter should be discussed by those given authority and a definite program adopted from year to year.

4. There should be a definite publicity organization, whether it be a department of the parish council or a committee appointed by the rector or a single person willing to assist the rector. Whatever the character or size of the organization, it

should have necessary power to act and be provided with the necessary funds to carry out its program.

5. As in the case of the diocese the publicity organization should be such that publicity will be recognized by the parish as an integral and necessary part of Church work.

6. The organization whether large or small should have definite headquarters. Whether this is in the parish house or in the rector's study or at some other address depends upon circumstances. But it should be known generally where headquarters is and who is the responsible person to reach.

7. Barring exceptional cases, the organization will consist of volunteers. How many persons should be called upon to assume responsibilities and perform duties depends wholly upon the character and extent of the publicity activities of the parish. Among the possible duties and responsibilities are the following:

a. Editing and managing a parish paper.
b. News Bureau to supply local papers with Church news and to send parish news to diocesan paper.
c. Advertising in newspapers.
d. Distribution of *The Church at Work* and *Exchange of Methods.*
e. Promoting circulation of diocesan paper.
f. Promoting circulation of Church Weeklies.
g. Promoting circulation of *The Spirit of Missions.*
h. The bulletin board, posters, tracts and leaflets and other forms of publicity.
i. Promotion of Church publicity and giving advice and help to other departments of Church work needing publicity.

It is possible that in some cases all of these responsibilities could be carried by one person but it would be wiser in all cases to use a larger number. Even if the parish has a salaried secretary who could perform the routine duties involved it would be far better to have members of the congregation share in the responsibility and work, particularly if the salaried secretary has not had training in publicity.

Every effort should be made to make the people realize that publicity is not a mere bothersome duty of mechanical detail but an integral part of Church work. If the underlying

evangelistic motive is explained and stressed, those who take part in publicity activity will feel that they are performing a serious and important Christian service.

Parish Papers

Out of the 2,197 parishes reporting 666 are publishing a parish paper of some sort. There are papers of four pages, eight pages, and even more, some almost as ambitious as diocesan papers; there are service leaflets for use in the Church on Sunday, giving parish notes in addition to the Sunday program; there are mimeographed papers, and one instance is known of a paper printed only on one side of a large card. There are papers in the form of letters. Wide use of such papers indicates that they fill a real need and have proved their value.

Some parish papers are sent only to subscribers, there being in most cases also a distribution in Church; some are sent to all the families of the parish. A parish paper to be really effective should have a thorough distribution. In some instances this is secured through the group system of parish organization, sometimes by mail from parish headquarters.

The contents of a parish paper usually include items of parish news, announcements of services, meetings and other events, appeals, parochial and organization reports, names and addresses of parish and organization officers and statistical data. This is supplemented in a number of papers by diocesan or general matter. The main aim should be to give parochial information, just as in a diocesan paper the chief object is to give diocesan information and in a national church paper general Church information. These lines of distinction are not closely drawn. They perhaps will be when we reach the ideal hoped for, which is that every family in the Church shall receive regularly a parish paper, a diocesan paper and a national paper.

Experiments have been made in combined parochial and diocesan papers as well as diocesan and general papers. This proves workable on a small scale but is impracticable as a general proposition because of printing difficulties. Parishes not strong enough to have their own parish papers should make a

special point of sending their parish news regularly to their diocesan paper. This can never take the place of a parish paper, but in most cases it is the best possible solution of the problem.

Cost of Publication. The very best way to pay for a parish paper is through an appropriation in a parish budget. If subscriptions are solicited only part of the congregation is secured. This is always the part which contributes to everything. The paper should go to the whole parish and be paid for by the whole parish. Viewed as a financial investment, it will be sure to bring large returns.

In many cases an effort is made to pay for the paper by selling advertising space. This is not a popular method, as those who pay for the space are apt to feel that they are acting under a moral coercion. It is believed that the same space would prove much more effective for the purposes of the Church if filled with reading matter. There are parish papers, however, which are supported almost wholly by advertising income.

Parish News Bureaus

There are few if any parochial news bureaus known as such. But there are 1,892 parishes and missions which report that some news is sent to the newspapers. In most instances it is done by the rector, who takes Church notices, advance notices of meetings or other events, and reports of the same, to the local newspapers and who sends news stories to his diocesan papers and who perhaps serves as correspondent for a Church Weekly.

The burden of this work should not rest upon the shoulders of the rector. All such work should be under his control but it ought to be possible to find some one in every parish who would be glad to perform the detailed duties for him.

Both the rector and the person in charge of the parish news bureau should be in personal touch with the editorial staff of the local newspapers, especially the news editors. It would be a very strange and unusual case if an editor should not welcome acquaintanceship of this sort and should not cordially receive and gladly use all the material brought him if it really be news and if the condition of his news columns permits.

As said before, the newspapers are glad to print religious news of all kinds. But it is to be remembered that their readers include members of all religious bodies and that they are obliged to exercise a certain discretion and balance in the use of religious news. They cannot wisely, even if disposed to do so, give to any religious body a disproportionate amount of space, and they must keep in mind that the public is interested in many other things besides religion. Everything considered, it must be admitted that the newspapers give a great deal of space to the Churches, and doubtless would give more if the Churches placed a higher valuation on publicity and made an effort to furnish the papers with all Church news properly prepared. Moderation should be exercised in both the quantity and character of the news furnished to the papers, for it is just as much a mistake to swamp the city editor's desk with too much matter and with propaganda in the guise of news as it is to rebuff a reporter and refuse to co-operate with the papers.

There are certain practical points which it is well to bear in mind. News stories should be taken to the papers as promptly as possible and not just before they go to press. As the time to go to press approaches and the columns are filling up, the chances of the news item appearing grow less and less. There is generally less news for the Monday newspapers than those of any other day of the week and therefore Sunday night is always a promising time on which to hand in a news story. Another point to remember is that it never pays to "hold out" on a newspaper. If there are features of a story for which you do not desire publicity, it is better not to turn in the story at all than to turn it in incomplete and partly suppressed. The newspapers will almost certainly learn of all that is held back and thereafter your publicity matter will always rest under suspicion.

Avoid calling on the editor during his busy hours. Between ten or eleven o'clock in the morning, in the case of afternoon papers, and between three and four in the afternoon, in the case of morning papers, are the best hours in which to make your visits. News stories need not necessarily be taken to the news offices in these hours. In many cases they cannot be. These hours apply to occasions when it is necessary to talk something over with the editor.

Newspapers are glad to receive pictures from which they can make cuts with which to illustrate their news stories. This they can do for a particular church only to a limited extent, but there are occasions, such as diocesan conventions or anniversaries, when they are especially glad to be furnished with pictures.

Experienced newspaper people will not need any suggestions as to the preparation of news stories. As others may welcome helpful suggestions, there is given here a series of hints for the writing of a newspaper story which is taken from the *New York Evening Post* Style Book.

Preparation of News Stories

"Ancient Greek rhetoricians may have had 1,000 ways of stating a proposition, but the modern newspaper reporter, should more than one method occur to him, had best confine himself to that form of expression which is susceptible of but one meaning. Use simple language, avoiding Latin, French or other foreign words or phrases in an effort at embellishment and do not enlarge upon or distort facts in striving for an effect. In other words avoid 'fine writing.'

"The really big news story tells itself with a recital of the facts in orderly sequence. It is the cumulative effect, not the shock produced by one or two forceful sentences, that counts. And this holds true even if shock or, in city room slang, 'punch' be deemed desirable. When President Garfield was shot the most telling statement for the opening of the story was the simple sentence, 'President James A. Garfield was shot at Washington,' etc. No number of qualifying adjectives could impart greater shock to the news. Big news of a tragic character carries its own shock and is not to be enhanced by reportorial trimmings.

"After your opening statement in plain, clear English, take up the details, giving them in their proper order. The greater the number of details you are able to present to the reader, the better will be your story. Don't labor at your task with the idea that mere words will gloss over the lack of facts. Facts, and facts only, are the essentials of a news story.

"While simplicity of language is desirable, euphony is not to be disregarded. Of several forms of expression which may convey the same meaning, that is to be preferred which falls most agreeably on the ear. Sentences should not be jerky or disconnected, but should lead naturally one to the other, carrying along clearly, logically, the thought of the writer.

"The opening paragraph of a story or article should set forth concisely, unmistakably the main features of the news, the succeeding paragraphs giving the details, not necessarily in the order in which the reporter collected them, but in their correct place with relation to the whole article as a finished product of the reporter's art. The first paragraph gives the

pitch or tone to the entire story, and for this reason is its most important part.

Good taste, clearness of statement, and a rigid regard for the truth are the requisites of good newspaper writing.

"Don't, as Mark Twain said of the German, dive into an Atlantic of a sentence at Hamburg with a subject noun and fetch up at New York with the verb in your mouth. Write short, clear sentences, avoiding, so far as is consistent with clarity of meaning, the use of entangling, interior, qualifying clauses. Find out, if you don't know, just what a paragraph is, and make as many of them as you can.

"Do not let your professional zeal warp your judgment. Remember that at all times you are doubly responsible for what you print—responsible as a reporter and as a man. Do not regard men and women about whom you write as lay figures. They are as sensitive to criticism as you are; their feelings can be hurt just as easily as yours can; they are human beings, not subjects for the reportorial scalpel.

"Be sure of your facts. Reject any information which cannot be proved in a court of law. Don't hide behind 'John Smith said;' or 'A prominent banker said.' Should the information be incorrect, the fact that 'John Smith' or 'a prominent banker' gave it to you would not excuse you of responsibility.

"Having obtained your facts—knowing them to be facts—write the story for its full news value, but do not value it too highly. Do not become discouraged if the head of the copy desk orders 'two sticks' where you believe the story to be worth a column. He knows the mechanical condition of the newspaper every minute in the day and, had he the time, could give you excellent reasons why a story of which he would write a column in at 10 a. m. is cut to two sticks at 3 p. m."

To which might be added a few simple rules. Avoid the excessive use of descriptive adjectives. Avoid superlatives. Avoid extravagant praise. Do not exploit individuals. Keep in mind the three publicity tests. See p. 13.

Advertising

The newspapers will print religious news whether the Churches advertise in their columns or not. There is little weight in the argument that the Churches ought to advertise as a partial repayment of the papers or as expressing the appreciation of the Churches. But there is good reason for the Churches to advertise. It is the same reason which induces manufacturers and merchants to advertise. They offer information to the public from which they expect to derive valuable results. The Churches have important information to convey to the people which is bound to produce important results. The chief

beneficiaries are the people who pay attention to the information.

Church advertising whose apparent object is the advantage or glorification of a particular church or man meets with general disapproval. The instinctive prejudice which many have against Church advertising is doubtless due to a feeling that it is neither dignified nor right for congregations to be, or even seem to be, in competition for adherents and support. It is believed that this prejudice will die out if all Church advertising had a manifestly evangelistic motive.

The subject of evangelization through the medium of the public press has been previously discussed. There is no doubt that this is the wide open door before the Churches today into the great field of the unchurched.

Almost all the advertising done by parishes and missions has consisted of more or less elaborate invitations to come to Church. The results have been very meagre, except in those cases where the advertisements themselves have preached the Gospel. Advertising of this kind is rapidly assuming the form of miniature sermons, briefly interpreting some passage of Scripture or briefly applying some Christian principle. Out of the 2,197 parishes and missions reporting, 1,198 have done some advertising.

There are many problems connected with such advertising which have not yet been satisfactorily worked out. For example, if there be a number of parishes in one city, shall they combine in their advertising? This has been successfully done. If it is proposed that our parishes combine with the congregations of other communions in a joint message to the public in advertisements, shall our parishes go into such a combination? This also has been successfully done. But it is doubtful whether such a plan is practicable or even desirable in all cases.

As this whole matter is in the experimental stage and will be for some time to come, there is no reason why parishes should not make a trial of any or all proposed methods which involve no sacrifice of principle or dignity. We are all praying for Church unity and while we are waiting for the Lord to answer our prayers we ought to present a united front to the world wherever we consistently can. The Gospel must somehow be taken to all the people. If we cannot reach them with the

spoken word, we must reach them with the printed word.

It is hoped by the Publicity Department to be able after a time to furnish all the clergy of the Church with a weekly service of sample advertisements. This will not be done with a view of securing uniformity, which is not at all desirable, but solely with the purpose of providing ideas and material which could be locally adapted by those who have not had experience in preparing advertisements.

In the meantime a very simple plan has been suggested. Take a passage from the Epistle or Gospel for each Sunday, prepare an interpretation not exceeding one hundred words in length and print this in the form of an advertisement, with the name and address of the parish at the bottom. Some suggestive phrase from the chosen text or some words expressive of its application will serve as a headline to attract attention. This should appear on the Saturday before the Sunday to which the text applies.

If the text chosen is to be the text of the rector's sermon the next morning or evening, some words of comment in the advertisement might give some slight idea of the sermon. If an epitome of the sermon or a brief comment on it, with extracts, should be given to the newspaper for use in the Monday morning's issue, the advertisement, sermon and newspaper report would be tied together in a very effective way. If this were done without lapsing into mere exploitation of the preacher or the parish, keeping them well in the background, it would be sure to have a cumulative good effect upon the readers of the paper. If this were done with unfailing regularity it would be noticed and looked for by all. Besides building up attendance at the services, it would gain a wide hearing for the Gospel.

A regular service of copy for religious advertisements can be purchased by newspapers, or by others for use in newspapers. Offers of such material are found in printing trade journals. Examples of such advertising copy have been printed in *Exchange of Methods.*

The Rev. Harold Holt, rector of Trinity Church, Niles, Michigan, has been conducting regular weekly advertising for more than two years, with the assistance of an experienced adver-

tising man. He reports large results and believes they are due to the regularity and persistence of the effort. He has worked out certain principles as a result of his experience, which are herewith given in full:

Preparation of Advertising

Church advertising, or indeed any advertising, may be roughly divided into two classes: 1. Announcements. 2. Actline Copy Advertising, or advertising which inspires action.

The great majority of advertisements are of the announcement type. They convey information for which one is already looking, and in which one is interested. They are legitimate and necessary, but have very little drawing power for those outside of the persons already interested. They cannot be properly called advertisements. Church notices, hours of service, sermon topics, all come under the heading of announcements. They do not tend to secure action in those to whom religion and church going is a foreign subject, or at least of only academic interest.

To secure the results which Church advertising must secure to be justified at all, there must be added to the announcements what is termed in advertising "Actline Copy." This is matter which carries with it an inspiration to pursue the recommended course of action, matter which will appeal to those not interested in the Church, or in organized religion at all. This matter has certain characteristics which must always be observed to make it effective.

The commonest fault of advertisements is that they block their own message. This blocking may be of several kinds, all equally bad and all to be rigorously excluded from a Church advertisement, or any other for that matter:

1. Too ornate a border, so that the message is obscured.
2. Too small type, or too much of it. The mental reaction is that it will take some time to read it and therefore the ad. must wait until the news is read. This is the commonest of all faults when amateurs write advertisements.
3. Excessive use of illustrations. The eye is satisfied and the curiosity cured before the message is read.
4. Some headings or phrases may complete the message to the casual reader before the real meat of the message has been reached.
5. An uninterestingly written message, or one which does not appeal to a common motive force.

For example, in No. 4, to start with the name of the Church creates a block at once for members of all other Churches, or non-members of any Church. The name should always be at the bottom. The use of the phrase "Come to Church" anywhere but at the end, and even then it is dangerous, is to be avoided. It is trite, outworn, and tends to carry resentment as being a command. Before a person will come to Church a prior interest must be developed. As Fr. Carey says, "One must think himself into Christianity before the Church will appeal to him."

Then an advertisement must start not with the completion of the building which we call the Church, but with some of the commoner motive forces of humanity. From an advertising standpoint these are classified as: 1. Fear. 2. Greed. 3. Love. 4. Honor.

These are the most important in the order of their placing. The best written advertisements deal with as high, numerically, a motive on the scale as possible. For instance, one will buy a thing to make one of his loved ones safe before he will buy it to make a profit, or for pleasure. The fear may be entirely unselfish, as may also the greed.

There is no need to appeal to fear of hell, but rather fear of losing the love of God, or of losing human characteristics and becoming a beast, or fear of not becoming as fine a man as possible. Variations can be worked out ad infinitum.

Clear down at the bottom of the scale is the motive, or appeal, of past performance, or the historical appeal. The non-church member does not care what we have been, or what we came from; he wants to know what we are doing and what we can do, and where we are heading, before he will trust his soul to us.

Finally, if people say an advertisement was nice, it was a poor one. It must not be nice, it must be thought-compelling. To say it was nice is to say that the man's clothes were good, and to ignore the reason for the man's existence.

There is just one reason for advertising the Church and that is to win souls to Christ. You are talking to ignorant people; talk then in elementary language. The higher courses are given in Church.

The objectives should be: 1. Interest the person or class of persons addressed in Christianity. 2. Interest them in our interpretation of Christianity. 3. Get them into the Church services. 4. Teach them Christ.

Keeping the objectives in mind and the fundamentals of good advertising writing as outlined above before one, Church advertising that will really get results is rather a simple thing to write.

Other Forms of Publicity

In addition to the three forms of publicity already referred to there are open to the parish a number of others of more or less general use. It would be of advantage to group all of them among the responsibilities of the parish publicity organization.

Miscellaneous Literature. At special times, such as before the annual every member canvass, and for special projects, such as the erection of a new building, the parish will issue special literature, which will require preparation, printing and distribution. Special literature will come from time to time from both diocesan and general headquarters, which will need distribution.

Church tracts and other printed matter which the rector desires the people to read can be procured and circulated at Church services, or otherwise. Many parishes have a literature rack in the vestibule of the church.

Library and Reading Room. In many parish houses there is a library; in many a reading room. Sometimes these are combined. Files of Church periodicals, including the official publications, are valuable for reference. The latest issues can be displayed for the use of readers. Additional copies of these, as well as tracts and other literature, can be prominently placed, with an invitation to readers to help themselves.

Bulletin Board. There are two kinds of bulletin boards. There is the board in the church vestibule, bearing notices, announcements, programs, appeals and other matter intended for the eye of the congregation. Then there is the board outside of the church, which carries what is intended for the eye of the public. This board should be erected close to the sidewalk, where passers-by can read what is on it without going out of their way. In addition to giving announcements and invitations, this board should always preach, verbally or pictorially. It is a fine evangelistic medium.

A bulletin board should be a thing of beauty and not an eyesore. What is displayed on it should be as attractive and artistic as possible.

Posters and Charts. The use of posters and charts in church or parish house or on bulletin boards is growing. These will usually be of diocesan or national production. But many parishes have prepared graphic charts of local application, especially in campaign periods, and some have been ambitious enough to produce pictorial and cartoon posters. Beauty is much more effective than ugliness. Some member with artistic ability would be glad to help in the preparation of posters and charts.

Stereopticon Pictures. These are commonly regarded as an adjunct of some form of spoken publicity. However, as their appeal is through the eye, there is no reason why the parish publicity organization cannot consistently encourage and attend to their use, if no other parish organization is carrying this responsibility. Sets of slides on missionary subjects can be pro-

cured from the Educational Division of the Department of Missions. Information can be obtained also as to where slides on other subjects suitable for Church use can be rented. Reflectoscopes are used also to some extent.

Motion Pictures. The motion picture is the most popular form of pictorial publicity. Its use by the Churches is growing. Many parishes have installed machines. It is possible to rent portable machines and to procure non-inflammable films. A number of producers have large libraries of films suitable for use by Churches. The best way to secure reliable information as to renting films and as to what suitable films are available is to write to the Rev. Orrin G. Cocks, 70 Fifth Ave., New York City. Mr. Cocks is the Secretary of the National Committee for Better Films, a committee of the National Board of Review of Motion Pictures. See *Exchange of Methods* for January, 1921.

Publicity through Radio. This is obviously not a form of written publicity. Its appeal is wholly through the ear. But it is a new, and rapidly growing, form of publicity. And while technically not within the duties of a parish publicity organization, it could be assumed as a duty if the rector so desires. The chances are that no other parish organization will have a publicity point of view or be in a position to handle such a project.

That the sick and shut-ins can have the joy and benefit of "listening in" during the service and the sermon is a God-send to them. That many of the unchurched may also "listen in" presents an evangelistic opportunity of wide promise. Other advantageous uses will doubtless develop.

Financing

The same general considerations which apply to diocesan publicity apply to parochial publicity. See page —. There should be a definite publicity budget for which provision is made in the annual parish budget. The people will feel the burden far less in this way than if they are appealed to for support for each separate publicity project. This budget might include such items as these:

1. Publishing parish paper.

2. Newspaper advertising.
3. Printing leaflets, etc.
4. Purchasing tracts and other literature.
5. Distribution.
6. Erection of bulletin board.
7. Stereopticon and motion picture outfits.
8. Rental of slides and films.
9. Radio installation.

Co-operation

What has been said of co-operation under the head of Diocesan Publicity applies with equal force in Parochial Publicity. One of the chief aims of organization is co-operation. The parish can co-operate with publicity agencies of four kinds.

1. With diocesan headquarters.
2. With national headquarters.
3. With non-official Church publications.
4. With other parochial departments and organizations.

With Diocesan Headquarters

News Bureau. In co-operation with diocesan news bureau, sending news stories for diocesan paper and other use and assisting in placing in local newspapers stories sent from diocesan headquarters.

Diocesan Paper. Assisting in its circulation and support.

Diocesan Publicity Conferences. Active participation.

With National Headquarters

Distribution. Co-operation with national headquarters (through diocesan headquarters) in the distribution of *The Church at Work* is a matter of great importance. The effort to establish and maintain a universal medium in the Church is defeated just to the extent the paper fails to receive thorough local distribution. The most thorough method is by mail to individuals. The most effective method is by adult visitors through the group system. It is desired in this connection to stress the fact

of the complete dependence of national headquarters upon the generous assistance of parochial headquarters.

Other literature, especially in campaign periods, is useless without prompt and thorough distribution.

Exchange of Methods has a limited circulation, defined by the rector.

The Spirit of Missions. This paper, as the organ of the Domestic and Foreign Missionary Society, which includes every member of the Church, is justified in asking co-operation from all.

With Other Parochial Departments

The parish publicity organization will find it necessary and advantageous to co-operate closely with the other parish departments and organizations, affording them every publicity facility and securing from them news and other material. And valuable service can be rendered them in an advisory capacity.

With Non-Official Church Publications

Possible co-operation here is of two kinds. If the Weeklies have special correspondents in the diocese, they can be assisted by sending them news stories. Efforts can be made to increase the circulation of the Weeklies.

Promotion

Here again there need be no repetition of what has been said previously. See pages 40 and 63. The promotion of publicity is as necessary in the parish as in the diocese. It has practically the same objects:

1. To break down prejudice and win friends.
2. To secure the use of every proper from of local publicity.
3. To conduct as much evangelistic publicity as possible.

The means of promotion available are:

1. The parish paper.
2. Other literature.
3. Addresses by local newspapermen and others.
4. Classes to study publicity with this Handbook as a text book.

THE NATIONAL
DEPARTMENT OF PUBLICITY

Members

Rt. Rev. Thomas F. Gailor, D.D., *Chairman*, 281 Fourth Ave., New York City.
Mr. Lewis B. Franklin, *Vice-Chairman*, 281 Fourth Ave., New York City.
Rev. Franklin T. Clark, *Secretary*, 281 Fourth Ave., New York City.
Rt. Rev. James Wise, D.D., Topeka, Kansas.
Rev. William H. Milton, D.D., Wilmington, North Carolina.
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Rev. Warner F. Gookin, 11 Newcomb St., Boston, Mass.
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Mr. John Stewart Bryan, The News Leader, Richmond, Va.
Mr. Arthur Ellt Hungerford, 809 North Charles St., Baltimore, Md.
Mr. Charles McD. Puckette, New York Evening Post, New York City.
Mr. James M. Bennett, Northwest Cor. Broad and Arch Sts., Philadelphia, Pa.
Mr. William Hoster, 281 Fourth Ave., New York City.

Staff

Headquarters, 281 Fourth Ave., New York

Rev. Robert F. Gibson, *Executive Secretary.*
Mr. William Hoster, *News Bureau.*
Mr. Roger Daniels.
Miss Gladys Wolcott Barnes.
Mrs. Kathleen Hore, *Assistant Editor of The Spirit of Missions.*
Miss Helen L. Edwards, *Distribution.*

Advisory Publicity Commissions

Commission on General Church Publicity

Rev. Roberts A. Seilhamer, 50 Park Place, Pawtucket, R. I.
Mr. Lewis W. Francis, 2 Rector St., New York City.
Rev. G. Otis Mead, 350 Washington Ave., S. W., Roanoke, Va.
Rev. Alfred R. Berkeley, 1427 Polymnia St., New Orleans, La.
Rev. George P. Atwater, Marvin Parish House, Akron, Ohio.
Rev. Laird W. Snell, Helena, Montana.
Rev. Wm. Daup, 109 Williams St., Marlin, Texas.
Mr. Haydn Arrowsmith, Fresno, Cal.

Commission on Diocesan Publicity

Rev. Louis B. Howell, Norwalk, Conn.
Rev. F. C. Smith, Utica, New York.
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Rev. S. Ezra Neikirk, Pittston, Pa.
Rev. Cyril E. Bentley, St. Philip's Tower, Washington and E. Hunter Sts., Atlanta. Ga.
Mrs. W. P. Cornell, Trinity Parish House, Columbia, S. C.
Rev. William Burrows, Bloomington, Ind.
Mr. Charles O. Ford, 2326 Woodward Ave., Detroit, Michigan.
Rev. J. Millard Nelson, St. Cloud, Minn.
Rev. Edwin F. Wilcox, 3345 South Benton, Kansas City, Mo.
Rev. Britton D. Weigle, 1215 Sacramento St., San Francisco, Cal.

Commission on News Bureaus

Rev. Miles W. Carpenter, Ph.D., St. Paul's Cathedral, Boston, Mass.
Rev. Edward C. Chorley, D.D., Garrison, N. Y.
Mr. Samuel Warnock, 202 South 19th St., Philadelphia, Pa.
Miss Edith Johnston, 217 East Charlton St., Savannah, Ga.
Rev. Frank E. Wilson, Eau Claire, Wis.
Mr. J. M. Miller, Sioux Falls, South Dakota.
Miss Hattie B. Gooding, 1210 Locust St., St. Louis, Mo.
Rev. Charles G. Baird, Twin Falls, Idaho.

Commission on Church Advertising

Rev. A. A. Bessey, Milton, Vt.
Rev. Geo. Frederick Williams, 86 Vermont St., Buffalo, N. Y.
Mr. James A. Wales, Wales Advertising Agency, 141 West 36th St., New York City.
Rev. J. Haller Gibboney, Jr., 124 Lancaster Road, Richmond, Va.
Mr. Edward H. Causey, Causey Advertising Service, Washington, D. C.
Rev. James R. Sharp, Tullahoma, Tenn.
Rev. Harold Holt, Niles, Mich.
Rev. Edwin A. Powell, 420 Court St. Portsmouth, Ohio.
Rev. Elmer N. Schmuck, 131 East 14th St., Minneapolis, Minn.
Mr. Charles L. Haynes, Emporia, Kansas.
Mr. John W. Lethaby 10-11 Ainsworth Bldg., Portland, Oregon.

DIOCESAN PUBLICITY ORGANIZATIONS

Province I.

Connecticut: No Publicity Organization.

New Hampshire: Department of Publicity:

Rev. James C. Flanders, *Publicity Director,* Laconia.
Rev. Joel K. Sheppard, Dover.
Publicity appropriation made. Has done some advertising.

Maine: No Publicity Organization.

Massachusetts: Department of Publicity:

Mr. Philip S. Parker, *Chairman,* 84 State St., Boston.
Mr. Henry J. Ide, 122 Milk St., Boston.
Rev. Theodore R. Ludlow, 60 Columbus St., Newton Highlands.
Rev. Warner F. Gookin, 11 Newcomb St., Boston.
Mr. Arthur K. Gardiner, 1 Joy St., Boston.
Miss Ethel Roberts, *Executive Secretary,* 1 Joy St., Boston.
Publicity appropriation made. Has done some advertising.

Rhode Island: Committee of Council:

Rev. R. A. Seilhamer, *Chairman,* Pawtucket.
Rev. G. S. Pine, 66 Benefit St., Providence.
Mr. L. D. Learned, 66 Benefit St., Providence.
Mr. H. Anthony Dyer, 170 Blackstone Blvd., Providence.
Mr. A. C. Rider, 4 Weybosset St., Providence.
Mr. R. L. Anthony, Tonisset, Mass.
Mrs. Chas. C. Binney, Providence.
Hon. Hugh B. Baker, Newport.
Mr. S. E. Lincoln, 10 Seventh St., Providence.
Publicity appropriation made.

Vermont: In charge of Diocesan Missionary Committee.

Rev. A. A. Bessey, *Publicity Director,* Milton.
Publicity appropriation made.

Western Massachusetts: Publicity Committee:

Rev. John H. Rosebaugh, *Publicity Director,* 46 Oxford St., Springfield.
Rev. B. L. Ramsay, 35 Chestnut St., Springfield.

Province II.

Albany: Publicity Committee:

Rt. Rev. Richard H. Nelson, *President,* 29 Elk St., Albany, N. Y.
Mr. Robert C. Pruyn, *Treasurer,* 60 State St., Albany, N. Y.
Mr. DeL. M. Ellis, *Secretary,* 111 State St., Albany, N. Y.
Ven. R. H. Brooks, *Director,* Box 18, Capitol Sta., Albany, N. Y.
Publicity appropriation made.

Central New York: Department of Diocesan Council:

Rev. H. H. Hadley, Syracuse.
Mr. J. Arthur Strain, 19 School St., Auburn.
Mr. W. W. Canfield, Utica Observer, Utica.

Long Island: Committee of Diocesan Council:

Mr. Lewis W. Francis, *Chairman,* 2 Rector St., New York City.

Newark: In charge of Department of Development and Revenue:

Mr. James R. Strong, *Chairman,* Short Hills, N. J.
Miss Ethel M. Gibbs, *Recording Secretary,* 21 Washington St., Newark, N. J
Rev. Gabriel Farrell, Jr., *Publicity Director,* 21 Washington St., Newark, N. J.

New Jersey: In charge of Director of Nation-Wide Campaign.

Rev. R. Bowden Shepherd, 307 Hamilton Ave., Trenton, N. J.

New York: No Publicity Organization.

Western New York: Department of Executive Council:

Rev. Benj. Sanderson, *Publicity Director,* North Tonawanda.
Mr. M. M. Ludlow, Jr., 1086 Ellicott Square, Buffalo.
Mr. A. F. Freeman, 237 North St., Buffalo.

Province III.

Bethlehem: Department of Executive Council:

Rev. S. E. Neikirk, *Publicity Director,* 9 Luzerne Ave., Pittston, Pa.
Rev. Robert P. Kreitler, Jefferson Ave., Scranton, Pa.
Rev. Frank W. Sterrett, Wilkes-Barre, Pa.
Mr. Rodney A. Mercur, Towanda, Pa.
Mr. Thomas W. Brown, Second Nat'l Bank, Wilkes-Barre, Pa.
Associate Members: Hon. Fred C. Kirkendall, Editor and Pub. Times-Leader, Wilkes-Barre; Mr. Ashton E. Smith, Wilbur Trust Bldg., Bethlehem; Miss Sarah E. Mason, Park St., Pittston, Pa.
Publicity appropriation made. Has done advertising.

Delaware: Publicity Committee:

Rev. Joseph H. Earp, *Chairman,* New Castle.
Rev. Percy L. Donaghy, Middletown.
Mr. William B. Jester, Delaware City.
Has done some advertising.

Easton: Under Nation-Wide Campaign Department:

Rev. Wm. C. Marshall, *Publicity Director,* Centreville, Md.
Mr. J. S. McDaniel, Easton, Md.

Erie: Publicity Committee:

Rev. W. P. Kemper, Meadeville, Pa.
Rev. C. S. Brown, Osceola Mills, Pa.
Col. E. V. D. Seldon, Oil City, Pa.

Harrisburg: Department of Diocesan Council:

Rev. Malcolm DeP. Maynard, *Chairman,* Bellefonte, Pa.
Rev. A. M. Judd, Selinsgrove, Pa.
Ven. R. R. Morgan, Bloomsburg, Pa.
Rev. J. C. M. Shrewsbury, Shamokin, Pa.
Mr. A. T. Page, Williamsport, Pa.
Mr. H. A. Gibson, *Secretary,* Williamsport, Pa.
Mr. T. J. Brereton, Chambersburg, Pa.
Mr. Karl H. Rymer, Huntingdon, Pa.
Publicity appropriation made.

Maryland: Department of Publicity:

Ven. E. T. Helfenstein, D.D., *Publicity Director,* 409 N. Charles St., Baltimore.
Rev. H. P. A. Abbott, D.D., 709 Park Ave., Baltimore.
Mr. George C. Thomas, New Amsterdam Casualty Co., Baltimore.
Ven. Romilly F. Humphries, D.D., 409 N. Charles St., Baltimore.
Rev. T. S. Will, Kingsville.
Publicity appropriation made. Has done advertising.

Pennsylvania: Department of Publicity:

Mr. John J. Collier, *Chairman,* 1520 Spruce St., Philadelphia.
Mr. James M. Bennett, 4944 Walnut St., Philadelphia.
Mr. John T. Custis, Philadelphia Inquirer, Philadelphia.
Mr. John J. Saunders, Dun Agency, Lincoln Bldg., Philadelphia.
Mr. Wm. A. Austin, Baldwin Locomotive Works, Philadelphia.
Mr. Herman L. Collins, Union League, Philadelphia.
Mr. Philip H. Gadsden, N. G. I. Co., Broad and Arch Sts., Philadelphia.
Rev. F. E. Seymour, 320 So. 44th St., Philadelphia.
Mr. Chas. H. Clark, 1016 Arch St., Philadelphia.
Mr. Samuel H. Warnock, *Publicity Director,* 202 So. 19th St., Philadelphia.
Ex-officio Members:
Mr. Reynolds D. Brown, 202 So. 19th St., Philadelphia.
Mr. Wm. P. Barba, 202 So. 19th St., Philadelphia.
Publicity appropriation made. Has done some advertising.

Pittsburgh: Committee on Publicity and Education:

Mr. Charles Garland, *Chairman,* First National Bank Bldg., Pittsburgh.
Rev. Floyd W. Tomkins, Jr., *Vice-Chairman,* 4729 Ellsworth Ave., Pittsburgh
Rev. Robert Meade, 5720 Darlington Road, Pittsburgh.
Mr. Marcellin C. Adams, 317 Jenkins Bldg., Pittsburgh.
Miss Charlotte E. Forsythe, 317 Jenkins Bldg., Pittsburgh.
Mr. George B. Demms, 317 Jenkins Bldg., Pittsburgh.
Publicity appropriation made.

Southern Virginia: Publicity Committee:

Rev. Myron B. Marshall, *Chairman,* 1004 Graydon Ave., Norfolk.
Rev. W. A. Brown, D.D., Portsmouth.
Rev. M. S. Taylor, Danville.
Mr. C. W. Grandy, Jr., Norfolk.

Southwestern Virginia: Department of Campaign Committee of Executive Board:

Rev. D. L. Gwathmey, *Chairman*, Box 176, Wytheville.
Has done advertising. Publicity appropriation made.

Virginia: In charge of Diocesan Offices:

Rev. G. M. Brydon, *Publicity Director*, 400 Old Dominion Trust Bldg., Richmond.
Rev. E. L. Woodward, M.D., 400 Old Dominion Trust Bldg., Richmond.

Washington: Publicity Commission:

Rt. Rev. Alfred Harding, D.D., LL.D., *ex-officio Chairman*.
Mr. Byron S. Adams, *Vice-Chairman*, 512 11th St., N. W.
Commander C. T. Jewell, *Secretary* and *Treasurer*, 226 Indiana Ave., N. W.
Rev. James E. Freeman, 1317 G. St., N. W.
Rev. David R. Covell, 219 C St., N. W.
Rev. Edward S. Dunlap, 16th and H Sts., N. W.
Rev. William T. Snyder, 1317 19th St., N. W.
Mr. Theodore W. Noyes, Star Building.
Dr. Marcus Benjamin, National Museum.
Chas. Benns, Woodward Bldg.
Mr. T. E. Robertson, 6 Melrose St., Chevy Chase, Md.
Mr. Elmer Paine, 2472 Ontario Road.
Publicity appropriation made.

West Virginia: No Publicity Organization.

Province IV.

Alabama: Publicity Committee:

Rev. Edmonds Bennett, *Chairman*, Ensley.

Asheville: Publicity Committee:

Rev. S. B. Stroup, *Publicity Director*, Hickory, N. C.

Atlanta: Department of Publicity:

Rt. Rev. H. J. Mikell, D.D., *Chairman*, Peachtree Circle and E. 17th St., Atlanta, Ga.
Rev. G. I. Hiller, *Vice-Chairman*, Milledgeville, Ga.
Rev. S. A. Wragg, Columbus, Ga.
Rev. O. J. Hart, Christ Church Rectory, Macon, Ga.
Rev. Cyril E. Bentley, *Publicity Director*, St. Philip's Tower, Atlanta, Ga.
Has done some advertising. Publicity appropriation made.

East Carolina: Department of Publicity:

Rev. Stephen Gardner, *Chairman*, Washington, N. C.
Rev. Theodore Partrick, Jr., *Publicity Director*, Plymouth, N. C.
Publicity appropriation made.

Florida: No Publicity Organization.

Georgia: Department of Publicity.

Rt. Rev. F. F. Reese, D.D., *Chairman*, Savannah.
Rev. John Moore Walker, *Vice-Chairman*, Albany.
Rev. H. Hobart Barber, 1010 Milledge Road, Augusta.
Rev. William Johnson, Brunswick.
Miss Edith D. Johnston, *Publicity Director*, 217 E. Charlton St., Savannah.
Mr. Frank G. Bell, Savannah Morning News, Savannah.
Mr. Pleasant A. Stovall, Savannah Press, Savannah.
Publicity appropriation made. Has done some advertising.

Kentucky: Publicity Committee:

Rev. John H. Brown, *Publicity Director*, 200 Kennedy Court, Louisville.
Rev. David C. Wright, 1443 St. James Court, Louisville.
Mr. Wm. E. Pilcher, 192 Crescent Avenue, Louisville.

Lexington: Publicity Committee:

Mr. Henry K. Milward, *Chairman*, Short and Cheapside Sts., Lexington, Ky.
Has done some advertising.

Louisiana: Diocesan Committee:

Rev. A. R. Berkeley, *Director*, Camp and Gaiennie Sts., New Orleans.

Mississippi: Department of Publicity:

Rt. Rev. T. D. Bratton, D.D., LL.D., Jackson.
Rev. Albert Martin, *Chairman* and *Publicity Director*, Yazoo City.

North Carolina: Publicity Committee:

Rev. C. A. Ashby, *Publicity Director*, Raleigh.

South Carolina: Department of Publicity:

Mrs. Wm. P. Cornell, *Chairman* and *Publicity Director*, 1019 Sumter St., Columbia.

Rev. A. S. Thomas, Box 719, Charleston.
Rev. Walter Mitchell, D.D., Porter Military Academy, Charleston.
Rev. Homer W. Starr, Ph.D., 107 Cannon St., Charleston.
Rev. John S. Lightbourne, Georgetown.
Publicity appropriation made. Has done some advertising.

Southern Florida: No Publicity Organization.

Tennessee: Department of the Bishop and Council:
Rev. James R. Sharp, *Chairman* and *Publicity Director*, Tullahoma.
Rev. Howard Cady, South Pittsburg.
Mr. J. B. French, Chattanooga.
Mr. Arthur J. Forbes, Memphis.
Mr. Geo. F. Milton, Chattanooga.
Mr. Dan. M. Chambliss, Knoxville.
Publicity appropriation made.

Province V.

Chicago: Sub-Committee of the Ways and Means Department:
Rev. E. A. Gerhard, *Vice-Chairman of Ways and Means Department.*
Rev. G. C. Stewart, D.D., *Chairman Publicity Committee.*
Rev. E. J. Randall, *Publicity Director*, 180 N. Wabash Ave., Chicago, Ill.

Fond du Lac: No Publicity Organization.
Rev. E. W. Todd, *Publicity Director*, Oshkosh, Wis.

Indianapolis: Under Department of Religious Education:
Rev. William Burrows, Box 257, Bloomington.
Mr. Frederick D. Rose, Muncie.
Miss Mary M. Williams, 121 Asher St., Lafayette.
Rev. M. M. Day, Muncie.
Mr. Frank Elliott, 815 N. College Ave., Bloomington.

Marquette: Department of Publicity:
Rev. R. F. McDowell, *President* and *Publicity Director*, Iron Mountain, Mich
Rev. H. L. Lawrence, *Vice-President*, Menominee, Mich.
Mr. K. S. Baker, *Secretary* and *Treasurer*, Marquette, Mich.
Mr. W. W. Chase, Sault Ste. Marie, Mich.
Mr. C. J. Shaddick, Ishpeming, Mich.
Rev. Wm. C. Seitz, Negaunee, Mich.
Rev. J. E. Crosbie, Ironwood, Mich.

Michigan: Department of Executive Council:
Rev. W. W. Wilson, *Chairman*, Griswold and Larned Sts., Detroit.
Mr. I. C. Johnson, *Secretary* and *Publicity Director*, 2326 Woodward Ave., Detroit.
Mr. M. W. Bingay.
Mr. G. Ogden Ellis.
Mr. W. H. Fortune.
Mr. Chas. E. Buck.
Mr. Harry P. Bull.
Mr. H. E. Van de Walker.
Mr. Chas. O. Ford.
Publicity appropriation made. Has done some advertising.

Milwaukee: Publicity Committee:
Rev. Frank E. Wilson, *Publicity Director*, Eau Claire, Wis.
Mr. Henry F. Tyrrell, *Chairman*, Northwestern Mutual Life Ins. Co., Milwaukee, Wis.

Northern Indiana: Department of Publicity:
Rev. E. W. Averill, *Publicity Director*, 617 W. Berry St., Fort Wayne, Ind.
Rev. L. C. Rogers, Mishawaka, Ind.
Mr. Henry P. Conkey, Hammond, Ind.

Ohio: Department of the Bishops and Council:
Rev. George Bailey, D.D., *Chairman*, Cleveland.
Rev. Robt. S. Chalmers, St. Mark's Church, Toledo.
Very Rev. F. S. White, D.D., Trinity Cathedral, Cleveland.
Mr. Geo. C. Benham, Cleveland.
Mr. W. R. Woodford, Cleveland.
Publicity appropriation made. Has done some advertising.

Quincy: No Publicity Organization.
Rev. F. C. St. Clair, *Publicity Director*, 1013 Millman St., Peoria, Ill.

Southern Ohio: Department of Publicity:
Rev. E. Ainger Powell, *Chairman*, Portsmouth.
Ven. Joseph H. Dodshon, Zanesville.
Rev. John Williamson, Lancaster.
Rev. J. D. Herron, D.D., Cambridge.
Rev. Canon Reade, Cincinnati.

Rev. H. S. Abelwhite, Piqua.
Rev. H. Cowley-Carroll, Hamilton.
Miss May Warren, Piqua.
Publicity appropriation made. Has done some advertising.

Springfield: No Public Organization.
Rev. Jerry Wallace, *Publicity Director*, Springfield, Ill.
Publicity appropriation made. Has done some advertising.

Western Michigan: Department of Publicity:
Rev. Harold Holt, *Chairman*, Niles.
Mr. Benjamin H. Jefferson, Niles.
Mr. H. C. Brooks, Marshall.
Rev. W. F. Tunks, Muskegon.

Province VI.

Colorado: Department of the Bishops and Council:
Rt. Rev. Fred Ingley, D.D., *Publicity Director*, 323 McClintock Bldg., Denver.
Rev. C. Herbert Shutt, *Chairman*, 312 E. Oak St., Ft. Collins.
Mr. Fred W. Feldwisch, 1070 Downing St., Denver.
Mrs. Arthur L. Carnahan, 3979 Race St., Denver.
Publicity appropriation made.

Duluth: Department of the Bishop and Council:
Rev. J. M. Nelson, *Chairman*, St. Cloud, Minn.
Rev. Jas. Mills, Duluth, Minn.
Mr. C. I. McNair, Sr., Duluth, Minn.

Iowa: Publicity Committee:
Rev. W. C. Hengen, *Publicity Director*, 222 E. 5th St., Ottumwa.
Rev. Arthur M. Lewis, Oskaloosa.
Rev. John Dysart, Dubuque.
Has done some advertising.

Minnesota: Department of Publicity:
Rev. Elmer N. Schmuck, *Chairman*, 2517 W. 42nd St., Minneapolis.
Rev. Hanford L. Russell, 3041 Park Ave., Minneapolis.
Mr. J. C. Wade, 4832 Colfax Ave., Minneapolis.
Mr. R. B. Ballard, Palace Bldg., Minneapolis.
Publicity appropriation made.

Montana: No Publicity Organization.
Mr. L. M. Thayer, *Publicity Director*, 1750 Rodney St., Helena.

Nebraska: Publicity Committee:
Rev. Chas. E. Brown, *Publicity Director*, 2312 J St., Omaha.
Has done some advertising.

North Dakota: Department of Publicity:
Rev. D. J. Gallagher, *Publicity Director*, Minot.
Rt. Rev. J. P. Tyler, D.D., Fargo.
Mrs. Mary Cole Tyler, Cole.
Miss Charlotte Brown, Valley City.
Rev. C. L. Baxter, Valley City.
Rev. Chas. P. Drew, Jamestown.
Rev. D. Pierce Jones, Park River.
Rev. N. E. Ellsworth, Williston.
Publicity appropriation made. Has done some advertising.

South Dakota: Publicity Committee:
Mr. W. D. Swain, *Chairman*, Aberdeen.
Mr. Jerry Carleton, Sioux Falls.
Mr. Ruell E. Dana, Armour.
Miss Mary Peabody, Sioux Falls.
Publicity appropriation made.

West Nebraska: No Publicity Organization.

Wyoming: No Publicity Organization.

Province VII.

Arkansas: No Publicity Organization.
Rev. Clarence Parker, *Publicity Representative*, Fayetteville.

Dallas: Committee of Campaign Executive Committee:
Mr. J. H. Shelton, *Chairman*, 609 Deere Bldg., Dallas, Tex.

Kansas: Department of Bishop's Council:
Mr. Chas. L. Haynes, *Chairman*, Emporia.
Rev. Alexander Hawk, *Secretary*, Emporia.
Mrs. John McEwen Ames, Arkansas City.

Missouri: No Publicity Organization.
Miss Hattie B. Gooding, *Publicity Representative*, 1210 Locust Ave., St. Louis
Has done some advertising.

New Mexico: No Publicity Organization.

North Texas: Publicity Committee:
Rev. Frank H. Stedman, *Publicity Director*, Stamford.

Oklahoma: Publicity Committee:
Rt. Rev. Theodore P. Thurston, D.D., *President*, 724 W. 16th St., Oklahoma City.
Ven. John A. Chapin, *Chairman* and *Publicity Director*, 127 W. 7th St., Oklahoma City.
Mr. Bruce McClelland, 429 Liberty Nat'l Bank Bldg., Oklahoma City.

Salina: No Publicity Organization.

Texas: Department of Publicity:
Mr. E. L. Neville, *Chairman* and *Publicity Director*, P. O. Box 334, Houston
Rev. William Wesley Daup, Marlin.
Mr. R. F. Crow, South Texas, Cotton Oil Co., Houston.
Mr. K. E. Womack, Sanders Co., Houston.
Publicity appropriation made. Has done some advertising.

West Texas: Publicity Committee:
Ven. B. S. McKenzie, *Chairman* and *Publicity Director*, 841 Erie Ave., San Antonio.
Rev. Claude R. Parkerson, *Secretary*, 1332 Willow St., San Antonio.
Mrs. George Kirwan, c/o St. Mary's Hall, San Antonio.
Has done some advertising.

West Missouri: No Publicity Organization.

Province VIII.

Arizona: No Publicity Organization.
Rev. Henry C. Smith, *Publicity Representative*, Nogales.

California: Department of Publicity:
Rt. Rev. William F. Nichols, D.D., *Chairman*, 1215 Sacramento St., San Francisco.
Rev. B. D. Weigle, *Secretary*, 1215 Sacramento St., San Francisco.
Mr. A. J. Dibblee, *First Vice-Chairman*, Mills Bldg., San Francisco.
Mr. Victor J. Robertson, *Second Vice-Chairman*, 330 Sansome St., San Francisco.
Rev. H. E. Montgomery, Menlo Park.
Mrs. H. M. Sherman, 2109 California St., San Francisco.
Rev. J. W. Gresham, D.D., 1219 Sacramento St., San Francisco.
Mr. Allan I. Kittle, Nevada Bank Bldg., San Francisco.
Mr. Theo. Dredge, Monadnock Bldg., San Francisco.
Mr. F. R. Neville, 1511 Webster St., Alameda.
Mr. Frederic H. Avery, 330 Sansome St., San Francisco.
Mr. Alfred Auze, 56 Steuart St., San Francisco.

Eastern Oregon: Voluntary Committee:
Rev. Alfred Lockwood, Pendleton.
Rev. Joseph W. Gunn, La Grande.

Idaho: Department of Publicity:
Rev. Charles G. Baird, *Chairman* and *Publicity Director*, Twin Falls.
Rev. H. H. Mitchell, Moscow.
Rev. C. H. L. Chandler, Pocatello.
Mr. S. H. Moss, Nampa.
Mr. R. D. Bothwell, Weiser.
Mr. T. A. Purton, Boise.
Mr. E. F. Fitzhugh, Boise.
Publicity appropriation made. Has done some advertising.

Los Angeles: Publicity Committee:
Rev. E. S. Lane, *Chairman*, 149 No. Sichel St., Los Angeles, Calif.
Mr. Chapin Hall, Los Angeles Times Bldg., Los Angeles, Calif.
Has done some advertising.

Nevada: No Publicity Organization.

Olympia: Department of Diocesan Council:
Very Rev. S. T. James, *Chairman* and *Publicity Director*, 601 St. Helens Ave., Tacoma, Wash.
Mr. Milnor Roberts, 4505 15th Ave., N. E., Seattle, Wash.
Publicity appropriation made.

Oregon: Publicity Committee:

Mr. John W. Lethaby, *Publicity Director*, 10 Ainsworth Bldg., Portland.
Mr. D. M. Botsford, *Chairman*.
Mr. McDonald Potts.
Mr. H. W. Morgan.
Rev. E. H. Clark.
Mr. Harry Thomas.
Rev. John D. Rice.
Mr. Joseph McQueen.
Mr. A. E. Wellington.
Editors of the "Oregonian" and "Telegram."

Sacramento: Department of Publicity:

Rev. Herbert V. Harris, *Chairman* and *Publicity Director*, Grass Valley, Cal.
Rev. J. T. MacGovern, Vallejo, Cal.
Mr. W. B. Hotchkiss, Applegate, Cal.
Mr. Jack Foale, Ochsner Bldg., Sacramento, Cal.
Publicity appropriation made.

Spokane: Department of the Bishop and Council:

Rev. L. H. Miller, *Vice-Chairman* and *Publicity Director*, 1008 West First Ave., Spokane, Wash.
Publicity appropriation made. Has done some advertising.

San Joaquin: Department of Publicity:

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NEWS BUREAUS

Directors of Diocesan News Bureaus
and
Correspondents of National News Bureau

Province I.

Connecticut: No News Bureau.
Maine: No News Bureau.
Massachusetts: No News Bureau.
New Hampshire: No News Bureau.
Rhode Island: *Director,* Mr. L. D. Learned, 66 Benefit St., Providence.
Vermont: No News Bureau.
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Province II.

Albany: No News Bureau.
Central New York: *Director,* Mr. F. C. Smith, 67 Martin Building, Utica.
Correspondent, Mr. F. C. Smith, 67 Martin Building, Utica.
Long Island: No News Bureau.
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New Jersey: No News Bureau.
New York: No News Bureau.
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Province III.

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Delaware: No News Bureau.
Easton: No News Bureau.
Erie: No News Bureau.
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Maryland: *Director,* Ven. E. T. Helfenstein, D.D., 409 N. Charles St., Baltimore.
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Correspondent, Mr. Samuel H. Warnock, 202 S. 9th St., Phila.
Pittsburgh: *Correspondent,* Mr. George B. Demms, 317 Jenkins Bldg., Pittsburgh, Pa.
Southern Virginia: *Correspondent,* Rev. M. B. Marshall, 1004 Graydon Ave., Norfolk, Va.
Southwestern Va.: *Director,* Mr. Thomas A. Scott, Box 1068, Roanoke, Va.
Virginia: No News Bureau.

Washington: *Press Representative,* Mr. Gorman M. Hendricks, 226 Indiana Ave., N. W., Washington.
Correspondent, Commander C. T. Jewell, 226 Indiana Ave., N. W., Washington.
West Virginia: No News Bureau.

Province IV.
Alabama: No News Bureau.
Asheville: *Director,* Rev. S. B. Stroup, Hickory, N. C.
Atlanta: *Director,* Rev. Cyril E. Bentley, St. Philip's Tower, Atlanta, Ga.
Correspondent, Rev. Cyril E. Bentley, St. Philip's Tower, Atlanta, Ga.
East Carolina: *Director,* Rev. Theodore Partrick. Jr., Plymouth, N. C.
Correspondent, Rev. Theodore Partrick, Jr., Plymouth, N. C.
Florida: No News Bureau.
Georgia: *Director,* Miss Edith D. Johnston, 217 E. Charlton St., Savannah.
Correspondent, Miss Edith D. Johnston, 217 E. Charlton St., Savannah.
Kentucky: No News Bureau.
Lexington: No News Bureau.
Louisiana: No News Bureau.
Mississippi: *Director,* Rev. Albert Martin, Yazoo City.
North Carolina: *Correspondent,* Rev. E. A. Penick, Jr., St. Peter's Parish House, W. 7th St., Charlotte.
South Carolina: *Director,* Mrs. W. P. Cornell, Columbia.
Correspondent, Mrs. W. P. Cornell, Columbia.
Southern Florida: No News Bureau.
Tennessee: *Director,* Mr. Arthur J. Forbes, Box 1043, Memphis.
Correspondent, Mr. Arthur J. Forbes, Box 1043, Memphis.

Province V.
Chicago: *Director,* Rev. E. J. Randall, 180 N. Wabash Ave., Chicago.
Fond du Lac: No News Bureau.
Indianapolis: No News Bureau.
Marquette: No News Bureau.
Michigan: *Director,* Mr. I. C. Johnson, 2326 Woodward Ave., Detroit.
Milwaukee: *Correspondent,* Rev. Frank E. Wilson, Eau Claire, Wis.
Northern Indiana: No News Bureau.
Ohio: No News Bureau.
Quincy: *Correspondent,* Rev. F. C. St. Clair, 1013 Millman St., Peoria, Ill.
Southern Ohio: *Directors,* Rev. B. H. Reinheimer, 206 New 1st Nat. Bank Bldg., Columbus; Ven. J. H. Dodshon, Zanesville.
Springfield: No News Bureau.
Western Michigan: No News Bureau.

Province VI.
Colorado: No News Bureau.
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Iowa: No News Bureau.
Minnesota: *Director,* Mr. Walter B. Keiter, 131 E. 14th St., Minneapolis.
Correspondent, Mr. Walter B. Keiter, 131 E. 14th St., Minneapolis.
Montana: *Correspondent.* Mr. Louis M. Thayer, 17 S. Rodney St., Helena.
Nebraska: *Director,* Rev. C. Edwin Brown, 2312 J St., Omaha.
North Dakota: No News Bureau.
South Dakota: *Director,* Rev. J. M. Miller, Sioux Falls, S. D.
Correspondent, Rev. J. M. Miller, Sioux Falls, S. D.
Western Nebraska: No News Bureau.
Wyoming: No News Bureau.

Province VII.
Arkansas: *Director,* Rev. Clarence Parke, Fayetteville.
Dallas: No News Bureau.
Kansas: No News Bureau.
Missouri: *Correspondents,* Miss Hattie B. Gooding, 1210 Locust St., St. Louis; Rt. Rev. Frederick F. Johnson, D.D., 1210 Locust St., St. Louis.
New Mexico: No News Bureau.
North Texas: No News Bureau.
Oklahoma: No News Bureau.
Salina: No News Bureau.
Texas: No News Bureau.
West Missouri: No News Bureau.
West Texas: *Director,* Rev. Claude R. Parkerson, 1332 Willow St., San Antonio.

Province VIII.
Arizona: *Director,* Rev. Henry Clark Smith, Box 752, Nogales.
Correspondent, Rev. Henry Clark Smith, Box 752, Nogales.
California: *Director,* Rev. B. D. Weigle, 1215 Sacramento St., San Francisco.
Eastern Oregon: *Correspondent,* Rev. Upton H. Gibbs, Estacada.
Idaho: *Director,* Rev. Charles Glenn Baird, Twin Falls.
Correspondent, Rev. Charles Glenn Baird, Twin Falls.
Los Angeles: No News Bureau.
Nevada: No News Bureau.
Olympia: *Director,* Very Rev. S. T. James, 601 St. Helen's Ave., Tacoma, Washington.
Oregon: *Director,* Mr. John W. Lethaby, 10 Ainsworth Building, Portland.
Sacramento: *Director,* Mr. W. B. Hotchkiss, Applegate, California.
San Joaquin: *Director,* Rev. F. D. Graves, Reedley, Cal.
Spokane: *Director,* Rev. L. H. Miller, 1108 W. First Ave., Spokane.
Correspondent, Rev. L. H. Miller, 1108 W. First Ave., Spokane.
Utah: *Correspondent,* Rev. Allan Jacobs, Logan.

PAROCHIAL DATA

	Total number of parishes and missions reporting	Number having a publicity organization	Number sending news to newspapers	Number advertising in newspapers	Number publishing a parish paper
Province I.					
Connecticut	82	25	75	35	26
Maine	33	10	32	14	8
Massachusetts	89	33	82	52	48
New Hampshire	21	7	16	7	1
Rhode Island	37	8	31	18	22
Vermont	22	5	21	11	2
Western Massachusetts	30	6	27	15	8
Province II.					
Albany	46	4	40	17	9
Central New York	61	17	53	31	14
Long Island	61	22	51	32	33
Newark	64	23	61	39	36
New Jersey	52	9	44	33	14
New York	106	22	89	68	50
Western New York	54	20	49	23	14
Province III.					
Bethlehem	42	23	37	27	7
Delaware	11	3	10	6	2
Easton	9	4	9	3	1
Erie	14	2	14	10	3
Harrisburg	30	11	26	17	3
Maryland	55	19	42	30	15
Pennsylvania	95	31	63	52	52
Pittsburgh	27	9	25	12	17
Southern Virginia	30	8	27	11	4
Southwestern Virginia	16	3	12	9	1
Virginia	35	12	30	19	7
Washington	38	12	30	24	13
West Virginia	19	8	17	12	6
Province IV.					
Alabama	19	6	17	6	1
Asheville	14	4	12	5	4
Atlanta	11	4	11	5	1

	Total number of parishes and missions reporting	Number having a publicity organization	Number sending news to newspapers	Number advertising in newspapers	Number publishing a parish paper
East Carolina	18	6	16	10	..
Florida	13	6	9	3	1
Georgia	12	10	10	9	3
Kentucky	15	5	11	6	4
Lexington	9	5	8	6	1
Louisiana	18	3	13	13	3
Mississippi	21	3	18	5	..
North Carolina	29	14	28	14	5
South Carolina	29	13	23	12	1
Southern Florida	21	4	17	10	2
Tennessee	15	7	14	8	7
Province V.					
Chicago	53	26	52	28	37
Fond du Lac	19	2	16	10	4
Indianapolis	14	6	13	9	5
Marquette	16	1	10	6	2
Michigan	32	9	29	21	13
Milwaukee	30	8	25	18	9
Northern Indiana	14	5	13	8	7
Ohio	49	22	46	36	25
Quincy	10	3	8	4	4
Southern Ohio	39	6	32	21	15
Springfield	17	4	16	10	3
Western Michigan	14	4	14	8	5
Province VI.					
Colorado	20	6	17	13	7
Duluth	12	5	8	7	3
Iowa	28	10	27	17	5
Minnesota	17	3	15	6	..
Montana	18	6	12	10	3
Nebraska	21	8	17	11	6
North Dakota	4	3	4	4	1
South Dakota	24	9	19	16	2
Western Nebraska	4	2	3	2	1
Wyoming	10	..	9	8	..
Province VII.					
Arkansas	12	4	12	10	5
Dallas	13	8	12	6	4
Kansas	19	5	16	14	1
Missouri	27	9	25	20	3
New Mexico	7	2	4	3	..

	Total number of parishes and missions reporting	Number having a publicity organization	Number sending news to newspapers	Number advertising in newspapers	Number publishing a parish paper
North Texas	4	1	2	..	..
Oklahoma	25	12	20	14	5
Salina	3	..	2	1	1
Texas	18	11	16	10	5
West Missouri	10	5	7	8	3
West Texas	18	5	17	12	2
Province VIII.					
Arizona	8	3	8	5	..
California	33	10	30	23	10
Eastern Oregon	2	1	2	..	..
Idaho	12	6	9	5	1
Los Angeles	36	11	31	26	11
Nevada	3	..	3	3	..
Olympia	13	6	11	8	4
Oregon	9	3	8	7	2
Sacramento	12	2	11	7	2
San Joaquin	5	..	4	1	..
Spokane	14	4	14	4	2
Utah	6	1	3	4	..
TOTALS	2197	704	1892	1198	667

THE CHURCH AT WORK

Diocesan Distributors and Status of Distribution

	Diocesan Distributor	Parishes & Missions Receiving Ch. at Wk.	Parishes & Missions Not Receiving Ch. at Wk
Province I.			
Connecticut	Rev. L. B. Howell, St. Paul's Rectory, Norwalk, Conn.	97	7
Maine	Very Rev. E. R. Laine, Jr., 153 State St., Portland, Me.	47	14
Massachusetts	Miss Ethel Roberts, 1 Joy St., Boston, Mass.	113	79
New Hampshire	Rev. A. M. Dunstan, Concord, N. H.	46	18
Rhode Island	Mr. L. D. Learned, 66 Benefit St., Providence, R. I.	68	5
Vermont	Rev. A. A. Bessey, Milton, Vt.	57	11
Western Mass.	Ven. Marshall E. Mott, 25 Harrison Ave., Springfield, Mass.	59	2
Province II.			
Albany	Ven. R. H. Brooks, Box 18, Capitol, Albany, N. Y.	81	96
Central New York	Rev. F. C. Smith, 67 Martin Bldg., Utica, N. Y.	135	23
Long Island	Diocesan Council, 170 Remsen St., Brooklyn, N. Y.	150	2
Newark	Rev. Gabriel Farrell, Jr., 21 Washington St., Newark, N. J.	132	6
New Jersey	Ven. R. Bowden Shepherd, 307 Hamilton Ave., Trenton, N. J.	169	6
New York	Mr. Frank H. Merrill, Old Synod House, Amsterdam Ave. at 111th St., New York City.	97	162
Western New York	Mr. A. F. Freeman, 237 North Street, Buffalo, N. Y.	130	37
Province III.			
Bethlehem	Mr. Ashton E. Smith, 212 Wilbur Trust Bldg., Bethlehem, Pa.	96	3
Delaware	Rt. Rev. Philip Cook, D.D., Bishopstead, Wilmington, Delaware.	35	7
Easton	Rev. Wm. C. Marshall, Centreville, Md.	62	3
Erie	Mr. Charles Zinram, Erie City Iron Works, Erie, Pa.	23	41
Harrisburg	Rev. M. DeP. Maynard, Bellefonte, Pa.	94	7

	Diocesan Distributor	Parishes & Missions Receiving Ch. at Wk.	Parishes & Missions Not Receiving Ch. at Wk.
Maryland	Ven. E. T. Helfenstein, D.D., 409 N. Charles St., Baltimore, Md.	95	61
Pennsylvania	Mr. Reynolds D. Brown, Church House, 202 S. 19th St., Philadelphia, Pa.	93	109
Pittsburgh	Rev. Homer A. Flint, Ph.D., 317 Jenkins Bldg., Pittsburgh, Pa.	64	15
Southern Virginia	Rev. H. H. Covington, D.D., St. Paul's Parish House, Norfolk, Va.	162	
S. W. Virginia	Mr. Thomas A. Scott, Box 1068, Roanoke, Va.	97	1
Virginia	Rev. G. M. Brydon, 400 Old Dominion Trust Bldg., Richmond, Va.	96	121
Washington	Rev. D. Wellington Curran, Church Offices, Trinity Church, 3rd and C Sts., N. W., Washington, D. C.	108	3
West Virginia	Rev. S. Roger Tyler, 1115 Fifth Ave., Huntington, W. Va.	89	17
Province IV.			
Alabama	Rev. E. C. Seaman, Box 413, Gadsden, Ala.	91	
Asheville	Rev. S. B. Stroup, Hickory, N. C.	84	1
Atlanta	Rev. Cyril E. Bentley, St. Philip's Tower, Atlanta, Ga.	48	8
E. Carolina	Rev. Walter R. Noe, 507 Southern Bldg., Wilmington, N. C.	81	
Florida	Rev. Charles W. Frazer, 2112 Laura St., Jacksonville, Fla.		
Georgia	Miss Edith D. Johnston, 217 E. Charlton St., Savannah, Ga.	62	7
Kentucky	Rev. John S. Douglas, 119 W. Kentucky St., Louisville, Ky.	45	
Lexington	Mr. John Marston, Jr., Executive Secretary, Cathedral Parish House, Lexington, Ky.	35	
Louisiana	Rev. A. R. Berkeley, St. Paul's Parish House, Camp and Gaiennie Sts., New Orleans, La.	90	
Mississippi	Rt. Rev. T. D. Bratton, D.D., Battle Hill, Jackson, Miss.	101	
North Carolina	Rt. Rev. J. B. Cheshire, D.D., Ravenscroft, Raleigh, N. C.	102	12
South Carolina	Mrs. Wm. P. Cornell, 1019 Sumter St., Columbia, S. C.	124	2
S. Florida	Rev. C. R Palmer, 121 N. E. 36th St., Buena Vista, Miami, Fla.	30	61
Tennessee	Rev. James R. Sharp, Box 355, Tullahoma, Tenn.	85	5

	Diocesan Distributor	Parishes & Missions Receiving Ch. at Wk.	Parishes & Missions Not Receiving Ch. at Wk.
Province V.			
Chicago	Rev. E. J. Randall, 180 N. Wabash Ave., Chicago, Ill.	112	1
Fond du Lac	Rev. E. W. Todd, Oshkosh, Wis.	26	26
Indianapolis	Rev. William Burrows, 111 S. Grant St., Bloomington, Ind.	37	
Marquette	Rev. B. G. Burt, 213 E. Ridge St., Marquette, Mich.	21	25
Michigan	Mr. Charles O. Ford, 2326 Woodward Ave., Detroit, Mich.	100	21
Milwaukee	Nation-Wide Campaign, c/o Morehouse Publishing Co., 1801 Fond du Lac Ave., Milwaukee, Wis.	52	59
Northern Indiana	Mr. Henry P. Conkey, Hammond, Ind.	21	17
Ohio	Rev. G. F. Patterson, 2241 Prospect Ave., Cleveland, Ohio.	127	
Quincy	Very Rev. George Long, Quincy, Ill.	5	
Southern Ohio	Administrative Office, Diocese of Southern Ohio, 206 First Natl. Bank Bldg., Columbus, Ohio.	84	
Springfield	Mr. Walter N. Nelson, 604 E. White St., Champaign, Ill.	55	
Western Mich.	Rev. Harold Holt, Niles, Mich.	20	30
Province VI.			
Colorado	Miss Letitia E. Lamb, 323 McClintock Bldg., Denver, Colo.	89	
Duluth	Very Rev. E. W. Couper, Trinity Cathedral, 20th Ave. and E. Superior St., Duluth, Minn.	57	37
Iowa	Rev. Arthur Machem Lewis, 312 First Ave., E., Oskaloosa, Ia.	42	34
Minnesota	Mr. Walter B. Keiter, 131 E. 14th St., Minneapolis, Minn.	126	
Montana	Rev. Allen C. Prescott, St. Peter's Parish House, Helena, Mont.	93	
Nebraska	Rev. B. E. Diggs, c/o Room 203, Kennedy Bldg., Omaha, Neb.	53	
North Dakota	Rev. D. J. Gallagher, 107 4th Ave., S. E., Minot, N. D.	82	
South Dakota	Rev. F. B. Bartlett, 24 Sixth Ave., S. E., Aberdeen, S. D.	51	
Western Nebraska	Col. Harry R. Drummond, Kearney Military Academy, Kearney, Neb.	55	22
Wyoming	Rev. C. E. Bennett, Cheyenne, Wyoming.		

	Diocesan Distributor	Parishes & Missions Receiving Ch. at Wk.	Parishes & Missions Not Receiving Ch. at Wk.
Province VII.			
Arkansas	Rev. C. F. Collins, Hot Springs, Ark.	24	35
Dallas	Diocesan Office, 609 Deere Bldg., Dallas, Tex.	40	2
Kansas	Mr. Sheffield Ingalls, Atchison, Kan.	60	63
Missouri	Miss Jessie B. Kelley, 1210 Locust St., St. Louis, Mo.	65	3
New Mexico	Mr. John Gotshall, Editor, The Southwest Churchman, 1213 E. Central Ave., Albuquerque, New Mexico.		
North Texas	Mrs. R. C. Ledford, P. O. Box 23, Sweetwater, Tex.	21	
Oklahoma	Ven. John A. Chapin, 127 W. 7th St., Oklahoma City, Okla.	69	5
Salina	Rt. Rev. R. H. Mize, D.D., 156 S. 8th St., Salina, Kan.	32	
Texas	Rev. Wm. Wesley Daup, Marlin, Tex.	49	37
Western Missouri	Rev. E. F. Wilcox, 635 Rialto Bldg., Kansas City, Mo.	44	5
West Texas	Ven. B. S. McKenzie, 1332 Willow St., San Antonio, Tex.	57	
Province VIII.			
Arizona	Rev. W. J. Dixon, 819 North Stone Ave., Tucson, Ariz.	21	1
California	Rev. B. D. Weigle, 1215 Sacramento St., San Francisco, Cal.	80	15
Eastern Oregon	Rev. Joseph W. Gunn, 1502 Fifth St., La Grande, Ore.	16	12
Idaho	Rev. Martin Damer, Box 721, Nampa, Idaho.	40	37
Los Angeles	Rev. F. U. Bugbee, 2915 S. Figueroa St., Los Angeles, Cal.	41	54
Nevada	Rt. Rev. George C. Hunting, D.D., 505 Ridge St., Reno, Nevada.	46	
Olympia	Miss Lucy R. Powell, 601 St. Helens Ave., Tacoma, Wash.	49	4
Oregon	Mr. John W. Lethaby, 10-12 Ainsworth Bldg., Portland, Ore.	49	
Sacramento	Ven. Barr G. Lee, 2620 M St., Sacramento, Cal.	46	9
San Joaquin	Mr. F. A. Eckstrom, P. O. Box 602, Stockton, Cal.	24	10
Spokane	Rev. J. G. Larsen, 1122 W. First Ave., Spokane, Wash.	49	
Utah	Miss Marguerite F. Knapp, 444 E. First South St., Salt Lake City, Utah.	24	

DIOCESAN PAPERS

Province I.

Connecticut: THE CONNECTICUT CHURCHMAN
Editor: Rev. A. P. Greenleaf, Wallingford.
Manager: Rev. George A. Buck, Derby.
Price, 50c. 10 issues. pages.
Edition, 1,850 (Ayer). Families in diocese (est.), 24,000.

Maine: THE NORTH EAST
Managing Editor: Rev. Philip Schuyler, 121 State St., Portland.
Contributing Editors: Rev. R. W. Plant.
Rev. Charles F. Lee.
Rev. Roy Rolfe Gilson.
Very Rev. Edmund R. Laine, Jr.
Assistant Manager: Rev. Vincent F. Pottle.
Price, 50c. 9 issues. 16 pages. Carries advertising.
Edition, 900 (Ayer). Families in diocese (est.), 2,900.

Massachusetts: THE CHURCH MILITANT
Editors: Rev. William A. Lawrence.
Rev. Henry McF. B. Ogilby.
Rev. Henry K. Sherrill.
Rev. John W. Suter, Jr.
Address, 1 Joy St., Boston.
Manager: Mr. Irving P. Fox, Sudbury Building, Boston 14.
Price, $1.00. 9 issues. 16 pages. Carries advertising.
Edition, 7,300. Families in diocese (est.), 30,000.

New Hampshire: THE CHURCH FLY LEAF
Editor and Manager: Rev. J. C. Flanders, Laconia.
Price, 25c. 6 issues. 16 pages. Carries advertising.
Edition, 2,300. Families in diocese (est.), 3,200.

Rhode Island: THE DIOCESAN RECORD
Editor: Rev. George S. Pine, 66 Benefit St., Providence.
Editorial Board: Rev. R. A. Seilhamer.
Mr. Albert C. Rider.
Mr. Robert L. Anthony.
Manager: Mr. Lewis D. Learned, 66 Benefit St., Providence.
Price, 50c. 9 issues. 16 pages. Carries advertising.
Edition, 1,100. Families in diocese (est.), 10,000.

Vermont: THE MOUNTAIN ECHO
Editor: Rev. F. M. DeForest, Northfield.
Manager: Mr. J. T. Lance, Northfield.
Price, 50c. 6 issues. 10 pages. Carries advertising.
Edition, 1,500. Families in diocese (est.), 3,000.

Western Massachusetts: THE PASTORAL STAFF
Editor: Rt. Rev. Thomas F. Davies, D.D., Springfield.
Contributing Editors: Rev. Arthur Chase.
Rev. Latta Griswold.
Assistant Editors: Rev. A. D. Snively.
Rev. John H. Rosebaugh.
Manager: Ven. Marshall E. Mott, 25 Harrison Ave., Springfield.
Price, 50c. 6 issues. 20 pages. No advertising.
Edition, 1,200. Families in diocese (est.), 8,000.

Province II

Albany: No diocesan paper.

Central New York: THE GOSPEL MESSENGER
Editor and Manager: Rev. F. C. Smith, 67 Martin Building, Utica.
Price, 60c. 12 issues. 12 pages. Carries advertising.
Edition, 1,300. Families in diocese (est.), 13,000.

Long Island: THE LONG ISLAND CHURCHMAN
Editor: Ven. George F. Bambach, 170 Remsen St., Brooklyn, N. Y.
Price, $1.00. 10 issues. 8 pages. No advertising.
Edition, 1,000. Families in diocese (est.), 22,000.

Newark: THE NEWARK CHURCHMAN
Editor: Rt. Rev. Edwin S. Lines, D.D., 21 Washington St., Newark, N. J.
Manager: Mr. John G. Crawford, 21 Washington St., Newark, N. J.
Price, 50c. 9 issues. 8 pages. No advertising.
Edition, 7,000. Families in diocese (est.), 21,000.

New Jersey: THE DIOCESE OF NEW JERSEY
Editor: Ven. R. B. Shepherd, 307 Hamilton Ave., Trenton.
Price, 25c. 5 issues. 8 pages. No advertising.
Edition, 5,000. Families in diocese (est.), 13,000.

New York: Diocesan paper under consideration.

Western New York: OUR DIOCESAN FELLOWSHIP
Editor: Rev. B. S. Sanderson, North Tonawanda.
Manager: Mr. M. M. Ludlow, Jr., 1086 Ellicott Square, Buffalo.
Price, $1.00. 10 issues. 20 pages. No advertising.
Edition, 3,000. Families in diocese (est.), 16,000.

Province III

Bethlehem: BETHLEHEM CHURCHMAN
Editor and Manager: Rev. S. E. Neikirk, 9 Luzerne Ave., Pittston, Pa.
Price, 50c. 12 issues. 12 pages. Carries advertising.
Edition, 7,000. Families in diocese (est.), 8,000.

Delaware: No diocesan paper.

Easton: Diocesan paper under consideration.

Erie: THE DIOCESE OF ERIE
Editor and Manager: Rev. Albert Broadhurst, Titusville, Pa.
Price, 40c. 10 issues. 8 pages. No advertising.
Edition, 1,250. Families in diocese (est.), 4,000.

Harrisburg: THE HARRISBURG CHURCHMAN
Editor: Rev. J. C. M. Shrewsbury, Shamokin, Pa.
Publicity Agent: Rev. A. A. Hughes, Manheim, Pa.
Manager: Mr. K. H. Rymer, Huntingdon, Pa.
Price, 25c. 12 issues. 12 pages. Carries advertising.
Edition, 3,000. Families in diocese (est.), 6,000.

Maryland: THE MARYLAND CHURCHMAN
Editors: Ven. Edward T. Helfenstein, D.D., 409 North Charles St., Baltimore.
Ven. Romilly G. Humphries, D.D.
Manager: Rev. T. S. Will, 409 North Charles St., Baltimore.
Price, 50c. 9 issues. 16 pages. Carries advertising.
Edition, 1,700. Families in diocese (est.), 14,000.

Pennsylvania: THE CHURCH NEWS OF THE DIOCESE OF PENNSYLVANIA
Editor: Rev. Frederick E. Seymour, 320 South 44th St., Philadelphia.
Associate Editor: Mr. James M. Bennett, 202 South 19th St., Philadelphia.
Managing Editor: Mr. Samuel H. Warnock, 202 South 19th St., Philadelphia.
Business Manager: Mr. Charles H. Clarke, 1016 Arch St., Philadelphia.
Price, $1.00. 8 issues. 36 pages. Carries advertising.
Edition, 2,500. Families in diocese (est.), 32,000.

Pittsburgh: THE CHURCH NEWS
Editor: Rt. Rev. Cortlandt Whitehead, D.D., 317 Jenkins Bldg., Pittsburgh, Pa.
Managing Editor: Mr. M. C. Adams, 317 Jenkins Bldg., Pittsburgh, Pa.
Price, $1.00. 11 issues. 24 pages. Carries advertising.
Edition, 1,800. Families in diocese (est.), 8,000.

Southern Virginia: THE DIOCESAN RECORD
Editor and Manager: Rev. G. W. Ribble, Halifax.
Price, 50c. 11 issues. 16 pages. Carries advertising.
Edition, 1,000. Families in diocese (est.), 6,000.

Southwestern Virginia: THE SOUTHWESTERN EPISCOPALIAN
Editor: Rt. Rev. Robert Carter Jett, D.D., Roanoke.
Managing Editor: Rev. J. Lewis Gibbs, Box 522, Staunton.
Associate Editors: Rev. Wm. J. Alfriend.
Rev. Carleton Barnwell.
Rev. Earnest A. Rich.
Rev. Charles W. Sydnor.
Assistant to Editor: Miss Martha V. Bell.
Price, $1.00. 11 issues. 24 pages. Carries advertising.
Edition, 5,000. Families in diocese (est.), 2,800.

Virginia: THE VIRGINIA CHURCHMAN
Editor and Manager: Rev. E. L. Woodward, M.D., 400 Old Dominion Trust Building, Richmond.
Price, $1.00. 10 issues. 20 pages. Carries advertising.
Edition, 4,500. Families in diocese (est.), 8,000.

Washington: THE CHURCH MILITANT
Editor and Proprietor: Commander C. T. Jewell, 226 Indiana Ave., Washington, D. C.
Price, $2.00. 12 issues. 12 pages. Carries advertising.
Edition, 2,500. Families in diocese (est.), 12,000.

West Virginia: CHURCH NEWS
Editor and Manager: Rev. J. T. Carter, 458 West Main St., Clarksburg.
Price, 50c. 12 issues. 16 pages. Carries advertising.
Edition, . Families in diocese (est.), 3,500.

Province IV

Alabama: Diocesan paper under consideration.

Asheville: Diocesan paper being planned.

Atlanta: THE DIOCESAN RECORD
Editor: Rev. C. E. Bentley, St. Philip's Tower, Atlanta, Ga.
Manager: Mr. J. H. Reed, St. Philip's Tower. Atlanta, Ga.
Price, $1.00. 10 issues. 12 pages. Carries advertising.
Edition, 3,500. Families in diocese (est.), 2,800.

East Carolina: THE MISSION HERALD
Editor and Manager: Rev. Theodore Partrick, Jr., Plymouth, N. C.
Contributing Editors: Rt. Rev. Thomas C. Darst, D.D.
Rev. D. G. MacKinnon.
Rev. R. B. Drane, D.D.
Rev. A. R. Parshley.
Mrs. James G. Staton.
Price, $1.00. 11 issues. 16 pages. Carries advertising.
Edition, 1,300. Families in diocese (est.), 3,100.

Florida: No diocesan paper.

Georgia: Diocesan paper under consideration.

Kentucky: THE BISHOP'S LETTER
Editors: Rev. J. H. Brown, 200 Kennedy Court, Louisville.
Rev. J. S. Douglas.
Rev. W. F. Rennenberg.
Manager: Mr. B. H. Armstrong, 125 Kennedy Court, Louisville.
Price, 50c. 12 issues. 32 pages. Carries advertising.
Edition. Families in diocese (est.), 3,200.

Lexington: DIOCESAN NEWS
Editor: Rev. W. S. Cain, 225 Mt. Airy Ave., Paris, Ky.
Manager: Mr. J. L. Richardson, 167 North Limestone St., Lexington, Ky.
Price, 75c. 10 issues. 8 pages. Carries advertising.
Edition, 1,000. Families in diocese (est.), 1,700.

Louisiana: THE DIOCESE OF LOUISIANA
Editor: Rt. Rev. Davis Sessums, D.D., New Orleans.
Associate Editors: Mr. C. W. Arny.
Mrs. F. J. Foxley.
Manager: Mr. Charles W. Arny, 1435 Octavia St., New Orleans.
Circulation Manager: Mr. A. C. Symmes, 1467 Calhoun St., New Orleans
Price, $1.00. 12 issues. 12 pages. Carries advertising.
Edition, . Families in diocese (est.), 6,000.

Mississippi: THE CHURCH NEWS
Editor and Manager: Rev. Albert Martin, Yazoo City.
Price, 50c. 11 issues. 4 pages (newspaper size). Carries advertising.
Edition, 2,000. Families in diocese (est.), 3,000.

North Carolina: THE CAROLINA CHURCHMAN
Editor and Manager: Rev. C. A. Ashby, Raleigh.
Contributing Editors: Rev. F. H. T. Horsfield.
Rev. E. A. Penick, Jr.
Price, $1.00. 11 issues. 16 pages. Carries advertising.
Edition, 1,000. Families in diocese (est.), 4,300.

South Carolina: THE DIOCESE
Editor and Manager: Rev. A. S. Thomas, Box 719, Charleston.
Price, $1.00. 12 issues. 16 pages. Carries advertising.
Edition, 1,183. Families in diocese (est.), 5,500.

Southern Florida: THE PALM BRANCH
Editor: Rt. Rev. Cameron Mann, D.D., Orlando.
Assistant Editor: Miss Corinne Robinson, Orlando.
Price, $1.00. 12 issues. 12 pages. No advertising.
Edition, 1,000. Families in diocese (est.), 2,500.

Tennessee: THE TENNESSEE CHURCHMAN
Editor and Manager: Rev. J. R. Sharp, Box 355, Tullahoma.
Price, 50c. 10 issues. 4 pages. No advertising.
Edition, 4,000. Families in diocese (est.), 4,900.

Province V

Chicago: THE DIOCESE OF CHICAGO
Publisher: Rt. Rev. C. P. Anderson, D.D., Chicago, Ill.
Editor and Manager: Rev. H. B. Gwyn, Naperville, Ill.
Associate Editor: Rev. George Craig Stewart, D.D., Evanston, Ill.
Price, 75c. 10 issues. 24 pages. Carries advertising.
Edition, 2,700. Families in diocese (est.), 15,000.

Fond du Lac: No diocesan paper.

Indianapolis: Diocesan paper under consideration.

Marquette: Diocesan paper under consideration.

Michigan: THE MICHIGAN CHURCHMAN
Editor: Very Rev. W. L. Rogers, St. Paul's Cathedral, Detroit.
Manager: Mr. I. C. Johnson, 2326 Woodward Ave., Detroit.
Price, $1.00. 10 issues. 40 pages. Carries advertising.
Edition, 1,500. Families in diocese (est.), 10,000.

Milwaukee: THE CHURCH TIMES
Editor: Rev. R. D. Vinter, La Crosse, Wis.
Manager: Rev. W. H. Stone, 448 Russell Ave., Milwaukee, Wis.
Price, 50c. 12 issues. 36 pages. Carries advertising.
Edition, 1,300. Families in diocese (est.), 6,000.

Northern Indiana: Diocesan paper under consideration.

Ohio: CHURCH LIFE
Editor and Manager: Rev. George Bailey, D.D., 3425 Highview Ave., S.W., Cleveland.
Price, $1.00. 12 issues. 20 pages. Carries advertising.
Edition, 5,000. Families in diocese (est.), 14,000.

Quincy: LIGHT
Editors: Rt. Rev. Edward Fawcett, D.D., 1661 Jersey St., Quincy, Ill.
Rev. J. M. D. Davidson, D.D., 502 N. Randolph St., Macomb, Ill.
Publisher: Mr. S. C. Davidson, Carthage, Ill.
Price, 50c. 11 issues. 8 pages. No advertising.
Edition, 850. Families in diocese (est.), 1,500.

Southern Ohio: THE CHURCH MESSENGER
Editor: Rev. E. A. Powell, Portsmouth.
Editorial Board: Rev. J. D. Herron.
Rev. Hubert Cowley-Carroll.
Canon Charles D. Reade.
Ven. Joseph H. Dodshon.
Secretary: Rev. B. H. Reinheimer.
Advertising Manager: Rev. H. S. Ablewhite, Piqua.
Circulation Manager: Rev. John Williamson, Lancaster.
Price, $1.00. 12 issues. 16 pages. Carries advertising.
Edition, 1,000. Families in diocese (est.), 8,000.

Springfield: THE SPRINGFIELD CHURCHMAN
Editor and Manager: Ven. J. C. White, 602 S. Glenwood Ave., Springfield, Ill.
Price, 50c. 12 issues. 8 pages. No advertising.
Edition, 1,100. Families in diocese (est.), 1,700.

Western Michigan: THE CHURCH HELPER
Editor: Rt. Rev. John N. McCormick, D.D., Kelsey Office Building, Ottawa and Pearl Sts., Grand Rapids.
Manager: Rev. L. R. Vercoe, Kelsey Office Building, Ottawa and Pearl Sts., Grand Rapids.
Price, $1.00. 10 issues. 16 pages. Carries advertising.
Edition, 600. Families in diocese (est.), 3,600.

Province VI

Colorado: THE CHURCH AT WORK IN COLORADO
Editor: Rt. Rev. Frederick Ingley, D.D., 323 McClintock Building, Denver.
Committee: Rev. C. Herbert Smith.
Mr. Fred Feldwisch.
Mrs. Arthur L. Carnahan.
Price, free. Distributed as insert of *The Church at Work.* 6 issues. 2 pages. No advertising.
Edition, 5,000. Families in diocese (est.), 4,400.

Duluth: THE DULUTH CHURCHMAN
Editor: Rt. Rev. G. G. Bennett, 2131 East Superior St., Duluth, Minn.
Associate Editors: Rev. E. W. Couper.
Rev. James Mills.
Business Office: 408 West First St., Duluth, Minn.
Price, $1.00. 10 issues. 16 pages. No advertising.
Edition, 500. Families in diocese (est.), 1,600.

Iowa: THE IOWA CHURCHMAN
Editor and Manager: Rev. W. C. Hengen, 222 East Fifth St., Ottumwa.
Price, 50c. 9 issues. 8 pages. Carries advertising.
Edition, 3,300. Families in diocese (est.), 3,800.

Minnesota: THE MINNESOTA MISSIONARY AND CHURCH RECORD
Editors: Rt. Rev. F. A. McElwain, D.D., 131 East 14th St., Minneapolis.
Rev. H. L. Russell.
Mrs. A. W. Goldsmith, Woman's Auxiliary Editor.
Manager: Mr. W. B. Keiter, 131 East 14th St., Minneapolis.
Price, 50c. 12 issues. 16 pages. Carries advertising.
Edition, 1,400. Families in diocese (est.), 8,000.

Montana: THE MONTANA CHURCHMAN
Publisher: Rt. Rev. William F. Faber, D.D., 438 Dearborn Ave., Helena.
Editor: Rev. L. W. Snell, St. Peter's Rectory, Helena.
Manager: Rev. A. C. Prescott, St. Peter's Hospital, Helena.
Price, $1.00. 12 issues. 8 pages. Carries advertising.
Edition, 1,200. Families in diocese (est.), 2,300.

Nebraska: THE CROZIER
Editor and Manager: Rt. Rev. E. V. Shayler, 203 Kennedy Building, Omaha.
Price, $1.00. 10 issues. 8 pages. No advertising.
Edition, 600. Families in diocese (est.), 2,700.

North Dakota: NORTH DAKOTA SHEAF
Editor: Rt. Rev. J. Poyntz Tyler, D.D., Fargo.
Manager: Mrs. E. H. Cole, Fargo.
Price, $1.00. 10 issues. 20 pages. Carries advertising.
Edition, 800. Families in diocese (est.), 1,300.

South Dakota: SOUTH DAKOTA CHURCHMAN
Editor: Rt. Rev. Hugh L. Burleson, D.D., Sioux Falls.
Manager: Mr. J. M. Miller, Sioux Falls.
Price, $1.00. 12 issues. 20 pages. No advertising.
Edition, 1,600. Families in diocese (est.), 3,700.

Western Nebraska: WESTERN NEBRASKA CHURCHMAN
Editor: Rt. Rev. George A. Beecher, D.D., Hastings.
Associate Editor and Manager: Very Rev. Charles R. Tyner, Hastings.
Price, $1.00. 12 issues. 16 pages. Carries advertising.
Edition, . Families in diocese (est.), 1,200.

Wyoming: THE WYOMING CHURCHMAN
Temporary Editor and Manager: Ven. Ernest Dray, Evanston.
Price, $1.00. 12 issues. 16 pages. Carries advertising.
Edition, . Families in diocese, 1,600.

Province VII

Arkansas: No diocesan paper.

Dallas: First issue of diocesan paper in preparation.

Kansas: Diocesan paper being planned.

Missouri: THE CHURCH NEWS
Editor and Manager: Rev. D. H. Atwill, 2025 Blendon Place, St. Louis.
Price, $1.00. 12 issues. 16 pages. No advertising.
Edition, 750. Families in diocese (est.), 4,600.

New Mexico: No diocesan paper.

North Texas: No diocesan paper.

Oklahoma: THE OKLAHOMA CHURCHMAN
Editor: Rt. Rev. Theodore P. Thurston, D.D., St. Paul's Cathedral, Oklahoma City.
Managing Editor: Rev. J. E. Thompson, 310 East Noble Ave., Guthrie.
Price, $1.00. 10 issues. 12 pages. Carries advertising.
Edition, 650. Families in diocese (est.), 2,900.

Salina: Diocesan paper being planned.

Texas: THE TEXAS CHURCHMAN
Editor: Rev. W. W. Daup, Marlin.
Manager: Mr. A. O. Bowdon, Marlin.
Price, $1.00. 12 issues. 16 pages. Carries advertising.
Edition, 3,500. Families in diocese (est.), 3,500.

West Missouri: THE SIGNET
Editor: Rev. E. F. Wilcox, 635 Rialto Bldg., Kansas City.
Price, 50c. 4 issues.
Edition, . Families in diocese (est.), 2,400.

West Texas: THE CHURCH NEWS
Editors: Rt. Rev. Wm. D. Capers, D.D., San Antonio.
Rev. Philip K. Kemp, St. Mark's Parish House, San Antonio.
Miss Harriet Brown, St. Mark's Parish House, San Antonio.
Manager: Rev. Claude R. Parkerson, 1332 Willow St., San Antonio.
Circulation Manager: Mrs. Robert Thomson, 525 Nolan St., San Antonio.
Price, 50c. 12 issues. 12 pages. Carries advertising.
Edition, 1,000. Families in diocese (est.), 2,200.

Province VIII

Arizona: THE ARIZONA CHURCH RECORD
Editor: Rt. Rev. J. W. Atwood, D.D., Phoenix.
Manager: Rev. B. R. Cocks, St. Luke's Home, Phoenix.
Price, 50c. 4 issues. 12 pages. No advertising.
Edition, 300. Families in diocese (est.), 1,300.

California: THE PACIFIC CHURCHMAN
Editor: Rev. Britton D. Weigle, 1215 Sacramento St., San Francisco.
Associate Editors: Mrs. F. P. Deering.
Rev. Richard M. Trelease.
Rev. G. H. B. Wright.
Rev. Robert L. Macfarlane.
Manager: Mr. F. H. Avery, 330 Sansome St., San Francisco.
Price, $1.50. 12 issues. 16 pages. Carries advertising.
Edition, 1,000. Families in diocese (est.), 5,000.

Eastern Oregon: No diocesan paper.

Idaho: No diocesan paper.

Los Angeles: THE CHURCHMAN AND CHURCH MESSENGER
Editor and Manager: Rev. J. D. H. Browne, Box 398, Santa Monica, Cal.
Price, $1.00. 12 issues. 16 pages. Carries advertising.
Edition, 1,200. Families in diocese (est.), 5,500.

Nevada: No diocesan paper.

Olympia: THE CAMPAIGN
Editor: Miss Lucy R. Powell, 601 St. Helens Ave., Tacoma, Wash.
Publisher: Publicity Committee of Diocesan Council.
Price, free. 4 issues. 8 pages. No advertising.
Edition, 4,000. Families in diocese (est.), 3,500.

Oregon: THE OREGON CHURCHMAN
Editors: Rev. J. D. Rice, 10 Ainsworth Building, Portland.
Rev. E. H. Clark.
Manager: Mr. John Lethaby, 10 Ainsworth Building, Portland.
Price, 50c. 10 issues. 24 pages. Carries advertising.
Edition, 1,000. Families in diocese (est.), 2,100.

Sacramento: THE SACRAMENTO MISSIONARY
Editors: Rev. H. V. Harris, Grass Valley, Cal.
Mr. W. B. Hotchkiss.
Contributing Editors: Rt. Rev. W. H. Moreland, D.D.
Ven. Barr G. Lee.
Manager: Mr. Jack Foale, Ochsner Building, Sacramento, Cal.
Price, $1.00. 10 issues. 20 pages. Carries advertising.
Edition, 1,000. Families in diocese (est.), 1,500.

San Joaquin: DIOCESAN BULLETIN

Editor: Rev. F. D. Graves, Reedley, Cal.
Manager: Mr. Hadyn Arrowsmith, 3120 Tulare St., Fresno, Cal.
Price, free. 4 issues. 4 pages. No advertising.
Edition, 2,000. Families in diocese (est.), 1,200.

Spokane: THE CHURCH NEWS

Editor and Manager: Rev. G. W. Laidlaw, Pullman, Wash.
Price, 50c. 10 issues. 16 pages. Carries advertising.
Edition, 2,500. Families in diocese (est.), 1,400.

Utah: THE UTAH TRUST (temporarily discontinued).

CHURCH PERIODICALS

General Church Publications

Official

THE SPIRIT OF MISSIONS, 281 Fourth Ave., New York. Monthly. $1.00 a year.

THE CHURCH AT WORK, 281 Fourth Ave., New York. Bi-monthly. Free.

EXCHANGE OF METHODS, 281 Fourth Ave., New York. For clergy and other Church workers. Bi-monthly. Free.

Unofficial

THE CHURCHMAN, 2 West 47th St., New York. Weekly. $4.00. 36 pages.

THE LIVING CHURCH, 1801 Fond du Lac Ave., Milwaukee, Wis. Weekly. $4.00. 36 pages.

THE SOUTHERN CHURCHMAN, 815 East Grace St., Richmond, Va. Weekly. $3.00. 24-28 pages.

THE WITNESS, 6140 Cottage Grove Ave., Chicago, Ill. $1.50. Weekly. 8 pages.

THE AMERICAN CHURCH MONTHLY, 11 West 45th St., New York. $3.00.

THE HOLY CROSS MAGAZINE, West Park, New York. Monthly. $1.50.

THE ANGLICAN THEOLOGICAL REVIEW, 11 West 45th St., New York. Quarterly. $4.00 a year.

THE CHRONICLE, Poughkeepsie, New York. $1.50. Quarterly. Published by the Protestant Episcopal Society for the Promotion of Evangelical Knowledge.

Papers Devoted to Special Interests

Indian Work

South Dakota. ANPAO KIN, Cheyenne Agency, S. D.

Colored Work

Arkansas. THE SOUTHWEST CHURCHMAN, Little Rock, Ark. Monthly. 50 cents. 4 pages.

Maryland. THE CHURCH ADVOCATE, 1133 Park Ave., Baltimore, Md.

South Carolina. THE CHURCH HERALD, Charleston, S. C. 50 cents. 4 pages.

Social Work

Long Island. THE HELPING HAND, Albany and Atlantic Aves., Brooklyn, N. Y. Monthly. 50 cents. Published by the Church Charity Foundation of Long Island.

Papers of Missionary Districts Outside the States

Domestic

Alaska. THE ALASKAN CHURCHMAN, Nenana, Alaska. Quarterly. $1.00.

Honolulu. THE HAWAIIAN CHURCH CHRONICLE, Honolulu, T. H. Monthly. $1.00.

Philippine Islands. THE DIOCESAN CHRONICLE, 567 Calle Isaac Peral, Manila, P. I Monthly. $2.00.

Porto Rico. LA IGLESIA VIVIENTE, Apartado 526, Ponce, Porto Rico. Monthly. Voluntary subscriptions.

Foreign

Brazil. ESTANDARTE CHRISTAO, care Rev. José da Silva, Pelotas, Brazil. Monthly 8 pages.

Hankow. NEWS LETTER, care Cathedral of St. Paul, Hankow, China. Monthly 4 pages. $1.00 a year, payable in stamps.

Mexico. LA BUENA LID, care Sr. J. L. Perez, Toluca, Mexico. Monthly. 8 pages.

Shanghai. NEWS LETTER, care St. John's Pro-Cathedral, Shanghai, China. Monthly. 2 pages.

Tokyo, Kyoto, and Tohoku. THE CHURCH IN JAPAN, care Morehouse Publishing Co., Milwaukee, Wis. Quarterly. 32 pages. 50 cents a year.

(It is impracticable to give definite prices for all of the above. Sample copies can probably be obtained free on request.)

Papers of National Organizations

Brotherhood of St. Andrew. ST. ANDREW'S CROSS, 202 South 19th St., Philadelphia, Pa. Monthly. $2.00. 32 pages.

Daughters of the King. THE ROYAL CROSS, St. Augustine, Fla. Quarterly. Free to members. Single copies, 15 cents. 32 pages.

Girl's Friendly Society in America. THE RECORD, 15 East 40th St., New York. 9 issues a year. 35 cents. 20 pages.

Guild of St. Barnabas for Nurses. THE NEWS LETTER, 2027 Walnut St., Philadelphia, Pa.

Seamen's Church Institute. THE LOOKOUT, 25 South St., New York. Monthly. $1.00. 16 pages.

Other Church Publications

AMERICAN CHURCH SUNDAY-SCHOOL MAGAZINE, 1628 Chestnut St., Philadelphia, Pa. Monthly. $1.50.

CHURCH AND SYNAGOGUE QUARTERLY, 202 South 19th St., Philadelphia, Pa. $1.00 a year.

EVENING PRAYER LEAFLET, 1801 Fond du Lac Ave., Milwaukee, Wis. For aids to evening service. Weekly. 15 cents for three months.

HAMMER AND PEN, 416 Lafayette St., New York. Church Association for the Advancement of the Interests of Labor. Occasional. 5 cents a copy.

THE ISOLATED CHURCHMAN, care Rev. Martin Damer, Nampa, Idaho. Church League of the Isolated. Occasional. Free. 4 pages.

LIVING CHURCH ANNUAL, 1801 Fond du Lac Ave., Milwaukee, Wis. A Church almanac and clerical directory. $1.00 and $1.25. 576 pages.

PROGRESS, 88 St. Nicholas Ave., New York. Church Temperance Society.

THE ROUND ROBIN, Church Missions Publishing Co., 45 Church St., Hartford. Conn. Stories from the mission field. Quarterly. 5 to 20 cents each.

THE SOCIAL PREPARATION, care Rev. A. L. Byron-Curtiss, Willard, N. Y. Church Socialist League Quarterly. $1.00 a year. 16 pages.

SOLDIER AND SERVANT SERIES, Church Missions Publishing Co., 45 Church St., Hartford, Conn. Missionary biographies. Quarterly. 10 to 25 cents each.

THE YOUNG CHURCHMAN, 1801 Fond du Lac Ave., Milwaukee, Wis. For children. Weekly. $1.00 a year.

THE MISSIONARY MAGAZINE. Monthly. 30 cents a year.

THE SHEPHERD'S ARMS, 1801 Fond du Lac Ave., Milwaukee, Wis. Four young children and infant classes. Weekly, 50 cents a year. Monthly, 15 cents a year.

Some Church of England Publications

THE (LONDON) CHURCH TIMES, care Morehouse Publishing Co., Milwaukee, Wis. Weekly. $3.25 a year.

THE GUARDIAN, 29 King St., Covent Garden, London, W. C., England. Weekly.

THE CHURCH QUARTERLY REVIEW, New St. Square, London, England.

THE HEALER, Mr. James M. Hickson, Editor, 130 Sutherland Ave. London, W 9. England. Monthly. $1.80 (Foreign money order).

Some Magazines Relating to the Mission Field

THE EAST AND THE WEST, a quarterly review for the study of missionary problems, Society for the Propagation of the Gospel, 15 Tufton St., Westminster, S. W. 1, London, England. 4/6 a year. (May be ordered through The Bookstore, 281 Fourth Avenue, New York.)

THE CHURCH MISSIONARY REVIEW, Church Missionary Society, Salisbury Square, London, E. C. 4, England. Quarterly. 4/6 a year. (May be ordered through The Bookstore, 281 Fourth Avenue, New York.)

THE INTERNATIONAL REVIEW OF MISSIONS, published by the International Missionary Council, Edinburgh House, Eaton Gate, Sloane Square, London, S. W. 1, England. (New York office for subscriptions 25 Madison Avenue.) Quarterly. $2.50. Single copy 75 cents.

The Missionary Review of the World, 156 Fifth Ave., New York. Monthly. $2.50.

Asia, 627 Lexington Ave., New York. "The American magazine on the Orient." Monthly. $3.50. This magazine has nothing to do with religion officially, but is valuable in any study of Oriental matters.

Bulletin of the Pan American Union, 17th and B Sts., N. W., Washington, D. C. Monthly. $2.50. This magazine has no direct religious interests, but is of value in connection with any study of Latin American countries.

PREPARATION OF MANUSCRIPTS

1922

1. TYPEWRITING. All manuscripts, except reprints, should be typewritten, double spaced, and on only one side of the paper. The paper should be opaque.

2. FINAL REVISION. Before being turned over to the Publicity Department for printing, all manuscripts should be carefully revised and be in final shape as regards matter, punctuation, capitals, paragraphing and sub-heads.

3. DUPLICATES. At least one duplicate copy of final revised manuscript should be made and retained.

4. SPELLING. Webster's International Dictionary shall be the authority.
Special cases to be noted:
Program, not Programme.
Saviour, not Savior.

5. CAPITALS. A word should not begin with a capital unless it is a proper name, a title or part of a title, or refers to a particular person or body of persons.
"Church" should always begin with a capital except when used to mean a building.
Personal and relative pronouns when referring to one of the Persons of the Holy Trinity shall begin with a capital; but not when referring to the Church.

6. ABBREVIATIONS. Do not abbreviate General Convention, Presiding Bishop and Council, or any other title.
Use "St." instead of "Saint"
"Rt. Rev." instead of "Right Reverend"
"Rev." instead of "Reverend"
"Dr." instead of "Doctor"
Except in lists, use "the" before "Rev." and "Rt. Rev."
Do not use "&" for "and"

7. COLLECTIVE NOUNS. Always use verbs in the singular with collective nouns.
Use "it" when referring to a collective noun, not "they" or "them."

8. PUNCTUATION. Use as little punctuation as possible.
Avoid the use of dashes.
In case of quotations, set the quotation marks
Outside the comma and the period,
Inside the colon, the semicolon, the exclamation mark and the interrogation mark.
If the punctuation marks belong to the quotation, set them inside the quotation marks.

9. QUESTIONS of Capitals, Abbreviations, Punctuation, etc., to be determined by reference to *Text, Type and Style*, by George B. Ives.

10. SIGNATURE. All printed matter issued in the name of the Presiding Bishop and Council shall have the signature *Presiding Bishop and Council*, the name of the Department, Division, Auxiliary, etc., being written under this signature.

11. DATE. On the front cover or cover page of all printed matter shall be printed the year in which it is published. This date to be below the Signature, unless another position is specially designated.

12. THE BOOK STORE. All printed matter of which there will be demand for additional copies, except in cases requiring special method of distribution, shall bear the following statement: "*Additional copies may be obtained from The Book Store, Church Missions House, 281 Fourth Avenue, New York, by asking for No.* ——."

13. PRINTING DIRECTIONS. All manuscripts shall be accompanied by a written statement of specifications as to form, size, number of copies to be printed, cuts to be used (if any), what price (if any) is to be charged per copy, and what appropriation item is to be charged with the job. Blanks for printing directions may be obtained from Publicity Department.

14. PROOFS. When proofs are corrected there should be, in addition to the correction of typographical errors, only such alterations as are absolutely essential. All final revised proofs must bear the "O.K." of the author or person in charge of the manuscript.

1 Ed. 5-22. 12M. Sch.

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